

Vice President of Strategic Communications

Corus International

Confidential Position Specification
January 2026



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The Organization

Corus International is a global social impact organization with primary US offices in Washington DC and Baltimore, Maryland. Established on January 1, 2020, through the merger of Lutheran World Relief and IMA World Health, the organization brings together nearly 150 years of combined expertise in public health, sustainable development, and emergency response. Drawing on the 80-year legacy of Lutheran World Relief and the 65-year history of IMA World Health, Corus operates across Africa, Asia, Latin America, the Caribbean, and the Middle East, supporting vulnerable communities through a holistic approach that addresses interconnected challenges in health, economic security, climate resilience, and humanitarian need.

Corus functions as a parent organization to a diverse family of nonprofit and social enterprise entities—including Lutheran World Relief, IMA World Health, CGA Technologies, Ground Up Investing, and LWR Farmers Market Coffee—allowing it to pair traditional development programming with market-based solutions and technological innovation. This integrated structure enables Corus to work across public health systems, agriculture and economic development, digital solutions for humanitarian operations, and impact investing, creating an ecosystem of tools that support long-term community resilience. Guided by a faith-rooted ethos centered on dignity and justice, the organization partners closely with local nonprofits, governments, community leaders, and private-sector actors to design solutions that are both sustainable and community-owned.

A defining feature of Corus International is its commitment to systemic, cross-sector innovation, exemplified by its Integrated One Health Approach. This framework recognizes the interdependence of human, animal, and environmental health, tackling infectious disease threats and health vulnerabilities through early-warning surveillance technologies, biosecurity training, solar-powered telehealth systems, and livelihood programs designed to reduce risk and strengthen community well-being. Across its global footprint, Corus also responds to humanitarian crises—such as conflict in Ukraine, instability in the Democratic Republic of the Congo, and climate-driven emergencies—while remaining engaged long after immediate needs subside to support local recovery and strengthen resilience against future shocks.

Today, Corus continues to expand its impact through deep partnerships and community-driven strategies. By integrating expertise in global health, economic empowerment, climate adaptation, and disaster response, the organization works to break cycles of poverty and help communities build healthier, more stable, and more prosperous futures. Through this combination of faith-based values, technical excellence, and global collaboration, Corus International positions itself as a leading force in the effort to improve lives in the world's most fragile and underserved places.

Our Purpose

We believe our purpose is ending extreme poverty everywhere, for everyone. To move out of poverty, Corus believes that everyone needs access to five fundamentals: a **place** that is a safe and with a sustainable environment; good **health** through protection from disease and access to healthcare services; **knowledge**, education and access to modern technologies; **income** through the ability to earn money and trade; and enough quality food and clean, fresh water to ensure good **nutrition**.

Millions living in the world's toughest and most unforgiving circumstances do not have these fundamentals they need to survive, much less thrive but Corus as a family, fights poverty along with partners by identifying and addressing challenges and problems inhibiting individuals, families and communities to not just escape extreme poverty but thrive



Pillars of Work

- **Health:** Led by IMA World Health, Corus strengthens health systems, supports maternal and child health, nutrition, disease prevention, WASH programs, global health security, and mental health initiatives.
- **Economic & Agricultural Development:** In collaboration with Lutheran World Relief, Corus builds market systems, enhances livelihood diversification, supports agriculture value chains, climate-smart practices, finance, and enterprise capacity.
- **Impact Investing:** Through Ground Up Investing, it backs agri-enterprises, reinvesting profits into complementary development programs.
- **Humanitarian Assistance:** In fragile situations—disasters, conflict zones, drought-prone areas—it delivers long-term recovery support and resilience building.
- **Technology for Development:** CGA Technologies enhances program reach and efficiency via digital solutions.

Our Vision of Change & Values

Corus' vision of change is based on the principle that the best path to long term sustainable impact is through **co-creating solutions in partnership**. We support and collaborate on **locally-driven, locally-owned and locally-sustained solutions** by working in partnership at various levels – with communities, local and national government agencies, for-profit companies, not-for-profit organizations, faith-based groups, and multi-lateral, global bodies.

Guided by our core values – we are agile and move at the speed of change to disrupt and challenge convention through innovation. We find strength in the interconnected nature of Corus' family, drawing on strong partnerships to address complex problems with inclusive approaches. We believe that diversity of thought and our different experiences make us stronger and our impact even greater.

The Opportunity



Position
Vice President of Strategic Communications



Location
Washington, D.C.



Reporting Relationship
President & Chief Executive Officer



Website
<https://corusinternational.org/>

Purpose of the Position

Corus seeks a visionary, strategic, and highly collaborative Vice President of Strategic Communications to elevate the organization's global reputation and advance its mission by integrating communications and fundraising into a cohesive, high-impact external engagement strategy. This executive will serve as the chief architect of Corus' external voice—shaping and managing the public image of the organization and its President & CEO, amplifying our thought leadership, and positioning Corus as an influential, trusted global development and humanitarian actor.

Sitting at the critical intersection of communications, brand reputation, and revenue generation, the Vice President will partner closely with fundraising, program, and executive leadership to design and execute innovative, donor-centered communication strategies that expand visibility, deepen engagement, and drive philanthropic growth. The leader in this role will oversee a high-performing team responsible for global media relations, digital and social strategy, storytelling, executive communications, issues management, and creative content development—ensuring Corus' narrative is compelling, consistent, and aligned with organizational priorities.



Commented [SL1]: Assuming this means responding to negative media messaging, reactive media etc...

Key Responsibilities

Strategic Leadership & Planning

- Develop and execute comprehensive external communication strategies that elevate Corus' global brand, strengthen the organization's credibility, and advance strategic priorities across humanitarian response, global health, economic development, and fundraising.
- Continuously monitor global communication trends, shifting media landscapes, and emerging digital engagement practices, ensuring Corus remains at the forefront of industry innovation and competitive positioning.
- Establish clear performance metrics and evaluation frameworks to assess the effectiveness of communication initiatives, brand visibility, and donor-focused campaigns, making strategic adjustments based on data-driven insights.
- Provide strategic counsel to senior leadership, helping shape organizational messages, public positions, and external engagement initiatives that align with Corus' long-term goals and values.

Executive Brand & Media Relations

- Manage and elevate the external image, visibility, and executive voice of the President & CEO, positioning them as a recognized thought leader on global development, humanitarian response, and social impact.
- Serve as a primary media contact, spokesperson, and relationship manager for all executive-level and organizational communications, ensuring clear, compelling, and consistent representation across platforms.
- Oversee the planning and execution of media engagements, including interviews, op-eds, speeches, and high-profile public appearances, ensuring communications are strategically aligned and high-impact.
- Provide tailored media coaching and executive communication support to the President & CEO, including preparation for interviews, panels, legislative testimony, and donor engagements.
- Lead proactive and reactive media monitoring, analyzing global media coverage, public sentiment, and reputational risk factors to inform organizational decision-making and protect Corus' brand.

Team Leadership & Collaboration

- Lead, mentor, and inspire a high-performing team of communications, marketing, and digital engagement professionals, fostering a culture of creativity, accountability, and excellence.
- Strengthen cross-departmental collaboration, working closely with Fundraising, Programs, Policy, and Executive teams to ensure messaging, branding, and donor outreach strategies are tightly aligned and mutually reinforcing.
- Partner with regional and country teams to contextualize messaging for diverse geographic, cultural, and linguistic audiences, ensuring consistency while adapting communications for relevance and impact.
- Promote professional development and operational effectiveness within the team, including strategic planning support, workflow optimization, and adoption of new tools and technologies.

Fundraising & Donor Communications

- Design and lead integrated communication strategies that support revenue growth, including donor acquisition, retention, stewardship, and institutional fundraising efforts.
- In partnership with fundraising staff, develop compelling, mission-aligned messaging and content for donor campaigns, appeals, reports, proposals, and collateral that articulate impact and demonstrate Corus' value and credibility to supporters.
- Partner with the fundraising team to develop targeted communication initiatives for individuals, foundations, corporations, and faith-based partners, ensuring storytelling and thought leadership efforts support fundraising objectives.
- Oversee strategic messaging for major fundraising events, CEO donor engagements, and board-level philanthropic communications, ensuring alignment with organizational priorities and donor motivations.

Content Development & Brand Management

- Oversee the creation of high-impact content—including press releases, executive announcements, thought pieces, social media campaigns, reports, multimedia materials, and website content—that advances Corus' global narrative.
- Ensure consistent and compelling brand representation across all communication channels, strengthening Corus' voice, visual identity, and market positioning.
- Cultivate and manage strategic relationships with external partners, including journalists, media outlets, donors, influencers, implementing partners, and corporate collaborators.
- Oversee communication budgets, vendor relationships, and agency partnerships, ensuring cost-effective execution, high-quality deliverables, and alignment with organizational goals.
- Uphold strong editorial standards and message discipline, ensuring accuracy, quality, and alignment with organizational values and strategic objectives.

Communications & Marketing Direct Reports

The Vice President, Strategic Communications directly oversees the following leaders:

- Senior Director, Marketing and Communications
- Director, Content and Integrated Marketing
- Director, Digital Marketing and Growth
- Director, Strategic Communications

In addition to the above direct reports, twelve Corus International staff sit underneath the Vice President of Strategic Communications indirectly.

The Candidate

Experience and Professional Qualifications

Corus International seeks a strategic, visionary, and mission-driven communications leader who embodies the organization's commitment to ending poverty, improving health, and building resilient communities across the globe. The ideal candidate will bring progressive senior-level experience in complex international nonprofits, humanitarian or development organizations, global health institutions, or similarly multifaceted environments. They will possess deep expertise in external communications, international media relations, digital strategy, executive visibility, and donor-focused storytelling, with a demonstrated ability to elevate an institution's reputation on the global stage. This individual will be an innovative strategist who understands the intersections of communications, fundraising, and organizational influence—capable of crafting narratives that inspire partners, donors, and global audiences. They will bring the leadership presence, cultural fluency, and collaborative mindset necessary to position Corus and its President & CEO as authoritative voices in global development, while guiding a high-performing team in advancing the organization's mission and strategic priorities.

The ideal candidate brings extensive experience leading communication strategies within complex international contexts—skilled in managing global media, strengthening institutional credibility, crafting persuasive fundraising and campaign messages, and positioning executives as influential voices on issues such as global health, economic empowerment, humanitarian response, and climate resilience. This individual will demonstrate exceptional judgment, cultural fluency, and the ability to guide teams in navigating fast-moving global issues. Above all, the Vice President will be a dynamic leader who inspires creativity and excellence, builds strong internal and external partnerships, and translates Corus' mission and impact into stories that move people to action.

Specific experience, qualifications and characteristics sought include:

- 10+ years of experience in external communications, public relations, or related roles, preferably within international organizations, NGOs or corporations.
- A track record of managing executive visibility and thought leadership, including developing and implementing comprehensive executive communications and branding strategies and shaping the institution's public profile.
- Proven experience managing media relations, digital platforms, and donor communications on a global scale. Extensive experience cultivating relationships navigating crisis communications and representing an organization as a spokesperson and ambassador.
- Demonstrated success in developing communication strategies including social media, website platforms, content ecosystems, and analytics tools with an eye towards leveraging the brand to expand impact and attract and retain donors.
- Experience working across multiple regions or multicultural environments.
- Exceptional written and verbal communication skills and the capacity and experience produce compelling narratives, executive messages, campaign materials, and fundraising content tailored to diverse audiences. Prior revenue generation-focused communications experience preferred.
- Deep cultural competency and situational awareness, including the ability to tailor messaging to different cultural, political, and media contexts across regions. An understanding of global communication norms and the sensitivities of working in fragile or crisis-affected environments is preferred.

- Commitment to Corus International's mission and values, including a passion for global health, humanitarian action, sustainable development, and the organization's faith-rooted, dignity-centered ethos.
- Demonstrated leadership ability, including managing and developing diverse teams.
- Strategic thinker with excellent problem-solving, crisis communication, and project management skills.
- A proactive, innovative, and entrepreneurial mindset, bringing new ideas, tools, and approaches that enhance organizational visibility, donor engagement, and global influence. Comfort operating in a fast-paced environment and adapting to evolving global issues is important.

Education

- Bachelor's degree in Communications, Public Relations, International Relations, or a related field; Master's preferred.

Compensation & Benefits

- Corus International offers a competitive, mission-aligned compensation package including salary, health benefits, retirement plan, paid time off, professional development, and other benefits. The anticipated salary range for this role is \$225,000 - \$250,000.

Application & Nominations

- Nominations and confidential inquiries are welcome. Applications should include a resume/CV and a brief statement of interest describing alignment with Corus International's mission, impact goals, and leadership profile to:
 - CorusVPStrategicCommunications@KornFerry.com.



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