
Director, Strategic Communications

Full-Time Permanent

About Toniic

Toniic is a global community of private asset owners seeking to steward wealth and use influence to enable a thriving world. Our members – more than 500 high net-wealth individuals, family offices, and foundations from more than 25 countries – are active impact investors and philanthropists, for whom Toniic provides a vibrant community, with education, investment opportunities, impact support, and events. Toniic also builds the field of impact investing, leading by example to move money and mindsets.

For a view into our world please visit: www.toniic.com

About You

You are a senior communications leader with expertise in social impact, strategy, and stakeholder engagement. You are entrepreneurial, thrive when working in complexity, and love the challenge of working across culture, language, and geography. Bridging strategy and execution, your writing and design skills are excellent, and you're prepared to roll up your sleeves on a small team as needed.

You have a well-rounded understanding of the social impact landscape, with a strong interest in movement building and systems change - experience in impact investing is a bonus! Using strategic communications, you create engaging opportunities to align diverse stakeholder interests, build consensus, and move ideas to action.

Your leadership is both process-oriented and results-driven; you balance relational work with moving things forward. You value transparency and are a natural collaborator. You have experience managing people, can hold space for difficult conversations, and model behavioral shifts that drive positive cultural change.

About the Role

The Director of Strategic Communication will be a critical contributor to the overall strategy at Toniic, bringing a communications lens to our stakeholder engagement and impact thesis. You will be responsible for driving digital member engagement and community building through communications strategies that foster meaningful connections and encourage active participation throughout the membership journey. You will bring specific expertise that supports Toniic and its community to leverage its influence through narrative strategy, in service of a thriving world. This role requires a balance of strategic thinking, creative storytelling, and operational execution to advance Toniic's mission and enhance its visibility and impact.

Primary Responsibilities

Strategy Development

- Craft and implement a comprehensive communications strategy aligned with Toniic's mission, goals, and target audiences.
- Lead narrative strategy work, identify key messaging priorities to ensure consistent and compelling storytelling.
- Analyze trends and organizational needs to adjust communication plans effectively.

Brand Management

- Oversee the organization's brand identity, ensuring consistency across all platforms and materials.
- Develop brand narratives, visual identities, and communication materials that reflect Toniic's vision and unique value proposition.
- Manage logo usage, brand tone, visual elements, and key narratives.
- Maintain trust and credibility with stakeholders by ensuring transparency and authenticity in messaging.

Content Creation and Management

- Developing and supervising the production of high-quality content, including newsletters, reports, website updates, and social media posts.
- Identifying and articulating compelling narratives of transformative change stories from complex situations and events.

Position Posting

- Ensuring that all communications materials are engaging, accurate, consistent, on brand and mission-focused.
- Overseeing editorial calendars and timelines.
- Collaborating with subject matter experts to translate complex issues into accessible language.

Digital and Social Media Engagement

- Developing strategies to expand Tonic's reach and influence online.
- Managing social media channels, email campaigns, and the organization's website.
- Analyzing digital metrics to assess the effectiveness of campaigns and improve engagement.

Stakeholder Communications

- Developing targeted messaging for prospects, members, partners, policymakers, and the general public.
- Supporting fundraising efforts with compelling communication materials that inspire giving, and support grant writing and reporting as needed.
- Ensuring regular and consistent communication with internal stakeholders.
- Monitoring partners' and external stakeholders' communication priorities to identify industry trends that could inform Tonic's strategy or collaboration opportunities
- Determining which partner messages we agree to amplify, in what channels

Media Relations

- Building and maintaining relationships with journalists, editors, and media outlets.
- Writing press releases, op-eds, and media pitches to secure positive coverage.
- Creating and implementing crisis communication plans to protect the organization's reputation during challenging times.

Team Leadership and Collaboration

- Leading communications staff (currently 1 person) and collaborating with cross-functional teams, including membership and field building.
- Providing training and guidance on effective communication practices for staff.

Measurement and Reporting

- Setting KPIs for communication activities.

Position Posting

- Evaluating the impact of communication strategies and adjusting plans based on data-driven insights.
- Reporting outcomes to leadership and stakeholders.

All other duties as assigned by the Managing Director, Program and Operations.

Desired Experience/Skills

- 10-15 years of progressive responsibility in strategic communications
- Excellent English, verbal and written
- Relevant field, work, or educational experience
- Some design skills
- Experience within the not-for-profit or public sector preferred
- Ability to build and enhance relationships with key stakeholders
- Good knowledge of the social impact sector and narrative strategy
- Creative approach/mindset
- Technologically adept with a comfort to use multiple systems and platforms
- Experience communicating to a global audience and working with a globally dispersed, work-from-home team

Core Competencies

- *Self-awareness* – Reflexive with reference to individual social location, with a strong understanding of personal strengths and areas for growth.
- *Humility* - Approaches new (and old) information with genuine humility and openness. Is aware of what they don't know.
- *Emotional Maturity* - Able to maintain composure under pressure and handle multiple priorities.
- *Strategic Focus* - Engages stakeholders in developing, supporting, and implementing the strategic direction.
- *Good Judgement* - Takes a systems approach to solving problems and making decisions in collaboration with stakeholders - deep listening paired with good questions.
- *Bias for Action* - Uses a proactive entrepreneurial approach to take action and achieve desired outcomes, with experience in a leanly resourced organisation.
- *Embraces [Complexity](#)* – Seeks to learn from rather than manage complexity.



Position Posting

- *Excellent Communication* – Written and verbal. Effectively informs, influences, and persuades others
- *Cross-cultural Competency* – Ability to effectively understand and engage with diverse people by recognizing and respecting their beliefs, behaviors, and perspectives.

Accountability

The Director, Strategic Communications reports to the Managing Director, Program & Operations.

Compensation

Salary range: \$100,000 - \$115,000 USD plus benefits package. Salary is dependent on skills and experience.

Toniic offers 15 days vacation, plus annual closure for 2 weeks during summer and 2 weeks in December. We also offer a technology and home office stipend, and flexible working conditions through our remote working policy.

Hours of Work

This position is a permanent full-time position (40 hours p/week). It will begin ASAP. All team members are required to exercise flexibility in working times in order to accommodate our global team.

Location

This position does not require a specific geographic location, but does require regular coordination and meetings across business time zones in the Americas, Europe/Africa, and Asia.

Toniic is a fully remote organization, with team members located in the Americas, Europe, Africa, and Asia. You will primarily work from home, with some travel for events and meetings. Expectations are outlined in our remote working policy.

Accessibility

We are committed to the principles and practices of an inclusive and equitable employment process. Our goal is to have a diverse staff team, and we encourage applicants



Position Posting

from communities which are structurally marginalized based on race, colour, religion, nationality, social or ethnic origin, sex, age, disability, sexual orientation, gender identity and/or expression. We welcome applicants from all communities.

How to Apply

If this sounds like you, we require a brief cover letter and resume in one document, alongside samples of both writing and design work (minimum one writing sample, one design sample). **Incomplete applications will not be considered.**

Please apply to: apply@toniic.com with the subject line "Application for Strategic Communications Director".

Due to the high number of applications Toniic receives, only candidates who are selected for an interview will be contacted. We thank all applicants for their interest in Toniic.