



## LEADERSHIP PROFILE

THE  
CARTER CENTER



Vice President, Communications

**The Carter Center**

Atlanta, Georgia

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**“Our founders’ principles animate and illuminate our work, as we enter this era of new vision, voices and impact.”**

*--Paige Alexander, CEO, The Carter Center*

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### A UNIQUE OPPORTUNITY

**The Carter Center is a global leader in human rights, focused on peace, health and alleviating human suffering.** Since its founding in 1982 by President and Mrs. Carter, the Center has advanced peace, health, equity, democracy, and hope for millions of people, in some of the poorest and most isolated places on earth, through its unique programs and partnerships.

**A new era is beginning at The Carter Center.** The Center is transforming from a founder-led organization to one that is guided and energized by the founders’ values and principles. Led by CEO **Paige Alexander**, the organization is developing its next bold strategies, priorities, goals, and aspirations.

**The newly-created position of VP Communications is vital to this future.** The VP will play a central role, developing and leading a world-class global communications strategy and team that delivers results and helps maximize mission impact. Under the VP’s leadership, the Center will develop and lean into a re-imagined brand and message platform that is suffused with the founders’ ethos, energy and passion. The VP will invigorate Carter Center visibility,





presence and impact, and will leverage new voices, achievements and storytelling to increase awareness and connect with current and next-generation donors and collaborators.

## MANDATE FOR THE VP COMMUNICATIONS

**The VP Communications has an extraordinary mandate.** The VP will provide leadership, direction, cohesion, and coordination to all Carter Center communications--shaping and driving vision, strategy, implementation, results and evaluation.

The VP Communications will be a proven, respected communications professional with significant relevant experience, leadership skills and management expertise. The VP will build trusting, collaborative relationships with colleagues in the Peace and Health Programs, Development and other teams across the Center's global footprint.



The VP Communications will report directly to the CEO and be part of the Senior Leadership Team. In partnership with the CEO and the VPs of Peace, Health, Operations and Development, Overseas Operations and Finance, the VP will foster collaboration, cohesion, and heightened engagement across the organization. The VP Communications will:

- 1. Build and lead a world-class communications operation.** The VP will be an inspiring leader of communications vision, strategy and implementation. The VP will provide leadership for evolving the brand and developing a compelling, cohesive strategy and narrative for The Carter Center's presence, voice, reach, and impact. The VP will develop the talent and infrastructure necessary to deliver world-class, digital-first communications, media relations strategy and news-making, as well as issues, risk, and crisis management. The VP will develop thought leadership that differentiates the Center and its unique perspectives and contributions. The Communications team will build a strong platform for delivering bold, strategic, relevant, and sustainable visibility.
- 2. Refresh, invigorate and promote the brand.** After decades of being the Center's charismatic, recognizable and respected leaders, President and Mrs. Carter have stepped back from their public roles. To continue to project leadership, and advance policies and progress related to its work, the Center must re-imagine and reinvigorate its brand and messaging. The VP will help the Center define and own its space as a leader in human rights, peace and health in a changing global context and media environment. Partnering with the CEO and colleagues across the organization, the VP will play a pivotal role



in clarifying, refreshing and implementing fresh and vibrant branding, core messaging, ideas, and storytelling.



**3. Magnify awareness, visibility and voice.** The VP will develop strategies and plans to amplify the Center's voice and presence. The VP will bring and cultivate vital media relationships. Through strategic media outreach, policy advocacy, news generation, event hosting and participation, thought leadership and storytelling, the Communications team will increase Carter Center visibility. The team will maximize coverage via relevant digital,

mainstream, and other communications platforms, and will orchestrate satellite, virtual, in-person and interactive events. The VP will be a compelling frontline representative, communicator and spokesperson.

**4. Inspire and manage the team, culture, and work.** The VP will have a record of building collaborative, cohesive, high-performing teams, and of engaging proactively across all parts of an organization. The VP will nurture current communications talent and recruit new team members to build a best-in-class, digital-first communications infrastructure and team. The VP will build a collegial culture of shared values, standards, roles, responsibilities, and accountability. The VP will have the financial and operational acumen to manage all responsibilities and activities of the team and the budget. The VP will inspire, mentor and create growth opportunities for a strong, mission-focused Communications team.

**5. Be a catalyst for the future of The Carter Center.** The VP will be a leader who fosters engagement, innovation, big ideas, and collaboration. The VP will lead the process of envisioning a bold, fresh, forward-looking communications strategy consistent with the Center's mission, capacity and aspirations, and cognizant of global socio-economic and media trends. The VP will play an essential, catalytic role in annual and long-range planning, and in helping the Center prepare and lean into a vibrant, sustainable future.

## PERSONAL CHARACTERISTICS

**The ideal VP Communications is a dynamic, experienced communications leader with relevant, broad-gauge global experience in nonprofit, private sector, and government contexts.** The VP will have demonstrated success managing collaborative teams, and leading all forms of digital communication, earned media strategy and execution, issues and crisis management, policy advocacy, program-centered thought leadership, and branding initiatives. Passion for The Carter Center's mission, programs and potential is essential.



Personal assets will include:

- Credibility, authenticity and ability to energize and inspire
- Self-confidence *and* humility—mission over ego
- Relationship building, listening and communication skills
- A strong, compassionate, collaborative team player and manager
- A record of advancing diversity, equity and inclusion
- Flexibility, adaptability and creativity
- Ability to lead strategy development, innovation and implementation
- Ability to be a persuasive advocate for the Center--in person, on camera and in writing
- Outstanding written and oral presentation skills

## THE ORGANIZATION

**The Carter Center is a global leader, confidently entering its next era inspired by the values and principles of its founders.** Since its founding in 1982 by President and Mrs. Carter, The Carter Center has improved countless lives in over 80 countries, by preventing and resolving conflicts, enhancing freedom and democracy, advancing peace and alleviating human suffering. The Carter Center tackles seemingly intractable problems.

**The Carter Center is a recognized pioneer in global peace and health.** As a result of its persistent, boots-on-the-ground work over decades, Guinea worm is expected to be the second human disease ever eradicated. Five other neglected tropical diseases are moving toward elimination. The Center has pioneered in the field of election observation. Its work in strengthening democracy has nurtured citizen participation in policy-making, and has bolstered institutions that advance the rule of law, fair administration of justice, access to information, and transparency. The Center collaborates effectively with other organizations to carry out its global mission.



[Jason Carter](#)  
Board Chair



[Paige Alexander](#)  
Chief Executive Officer



**The Carter Center has an annual budget of approximately \$100 million** in cash, and \$200 million in in-kind donations, primarily essential medicines. A very significant endowment secures the Center's future.

**In its 2019-23 strategic priorities document**, the Center commits to being a frontline actor working to resolve persistent conflicts, stem the erosion of human rights and democratic norms, and strengthen the rule of law. The Center will continue to be a leader in the fight to eliminate and eradicate neglected tropical diseases that disproportionately affect the very poor.

The Center will prioritize work that benefits women and girls, and be known for its expertise, data-driven analysis, rigorous monitoring and evaluation, and commitment to sustainability. The Center will highlight the importance of mental health parity, reducing stigma and supporting workforce development through fellowships and training, as well as developing strategic priorities for strengthening health systems and health security. The Center will magnify its impact through ongoing expansion of its network of partners and collaborators, including governments, communities, local organizations, and other NGOs.

**The Carter Center aspires to create and sustain a more holistic, impactful Communications capability.** The new VP will help develop, lead and facilitate clear, compelling and consistent messaging for the organization and its priorities; make the Center more visible and known for its work, values and results; project voice, influence and relevance to current and emerging issues; and build the Center's reputation and relevance as an in-demand source of thought leadership, news and spokespersons.

**The Carter Center is guided by unchanging principles:**

- The Carter Center believes that people can improve their own lives when provided with the necessary skills, knowledge, and access to resources.
- The Center emphasizes action and measurable results in the lives of the people it seeks to help.
- The Center values the courage to break new ground, fill vacuums, and address the most difficult problems in the most difficult situations.
- The Center recognizes that solving difficult problems requires careful analysis, relentless persistence, and the recognition that failure is an acceptable risk.
- The Center is non-partisan and seeks to work in partnership with other organizations from the highest levels of government to local communities.



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## THE RELATIONSHIPS

The VP Communications reports to the CEO of The Carter Center and leads a dynamic team of professionals spanning roles that include program and policy communications, digital communications, earned media strategy and media relations, publications and writing. The VP will make recommendations regarding team structure and composition moving forward.

The VP Communications will be a vital member of the Senior Leadership Team, and will collaborate with internal and external partners, including colleagues in Development and the Peace and Health Programs.

## THE LOCATION



The VP Communications is based at the Carter Center campus in the heart of Atlanta, Georgia. Atlanta is home to over five million residents and is one of the most diverse, dynamic metro areas in the U.S. It ranks among the top five cities nationally for Fortune 500 headquarters, and is home to the world's busiest airport; major educational institutions including Emory University; and prominent public-benefit and nonprofit organizations, including the CDC and CARE.

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The Carter Center/Emory University is an Equal Opportunity Employer and encourages candidates of all backgrounds to apply for this position.

**To apply or suggest a prospective candidate,  
email [cartercenter@BoardWalkConsulting.com](mailto:cartercenter@BoardWalkConsulting.com)  
or call Kathy Bremer or Patti Kish at 404-262-7392.**