

STRATEGIC STORYTELLING & MARKETING TEAM

MISSION

Storytelling is our passion and our inspiration.

We are dedicated communicators focused on raising the awareness of NPI and the Incubator through the creation of innovative and culturally aware materials designed to inform, educate, and empower our audiences. In everything we do, we work to align content purpose to business objectives for: marketing, public relations, advocacy, and engagement.

We are skilled content creators who understand the holistic customer experience of content from all channels. We are the connective tissue that unites NPI and the Incubator's purpose, products and services together in a cohesive manner while always seeking opportunities to maximize the content we produce.

We prioritize demystifying the process of working with USAID and breaking down barriers to understanding. We influence alignment and collaboration—with our ears always to the ground, we are ready to listen and continuously seek out stories that amplify NPI and the Incubator while advancing business objectives.

We take our role as the voice of NPI and the Incubator seriously and know the importance we play in our role as stewards of the messaging and content for NPI and the Incubator.

DEFINITION

We bring NPI and Incubator positioning to life in creative, content and design and amplify that positioning across all channels. We collaborate across USAID and within the Incubator to ensure positioning and design coherence in all channels.

DELIVERABLE

- We conceptualize awareness campaigns to raise the profile of NPI and the services provided by the Partnerships Incubator across the worldwide partner marketplace and USAID and to showcase the impact of partner engagement.
- We're responsible for the design and implementation of effective communications and marketing strategies, the optimization of existing content for these campaigns, and the creation of new content.
- We provide creative direction within the approved brand framework and implement best practices for marketing, including analytics, SEM/SEO, email marketing, social media marketing, and content amplification.

DIFFERENTIATION

- We build NPI and the Incubator's coherent and differentiated positioning and we increase awareness of NPI as a new way of working, not just a procurement mechanism, while showcasing the Incubator's offerings.
- We amplify NPI positioning across all channels to build an emotional connection between partners and USAID with the intention of building followers and advocates.
- We are part of cultivating and engaging a passionate and inspired team.

ATTRIBUTES

- Collaborative
- Innovative
- Uniting
- Empowering



AWARENESS