



TrustBridge global

MAKING
GLOBAL
GIVING
EASY



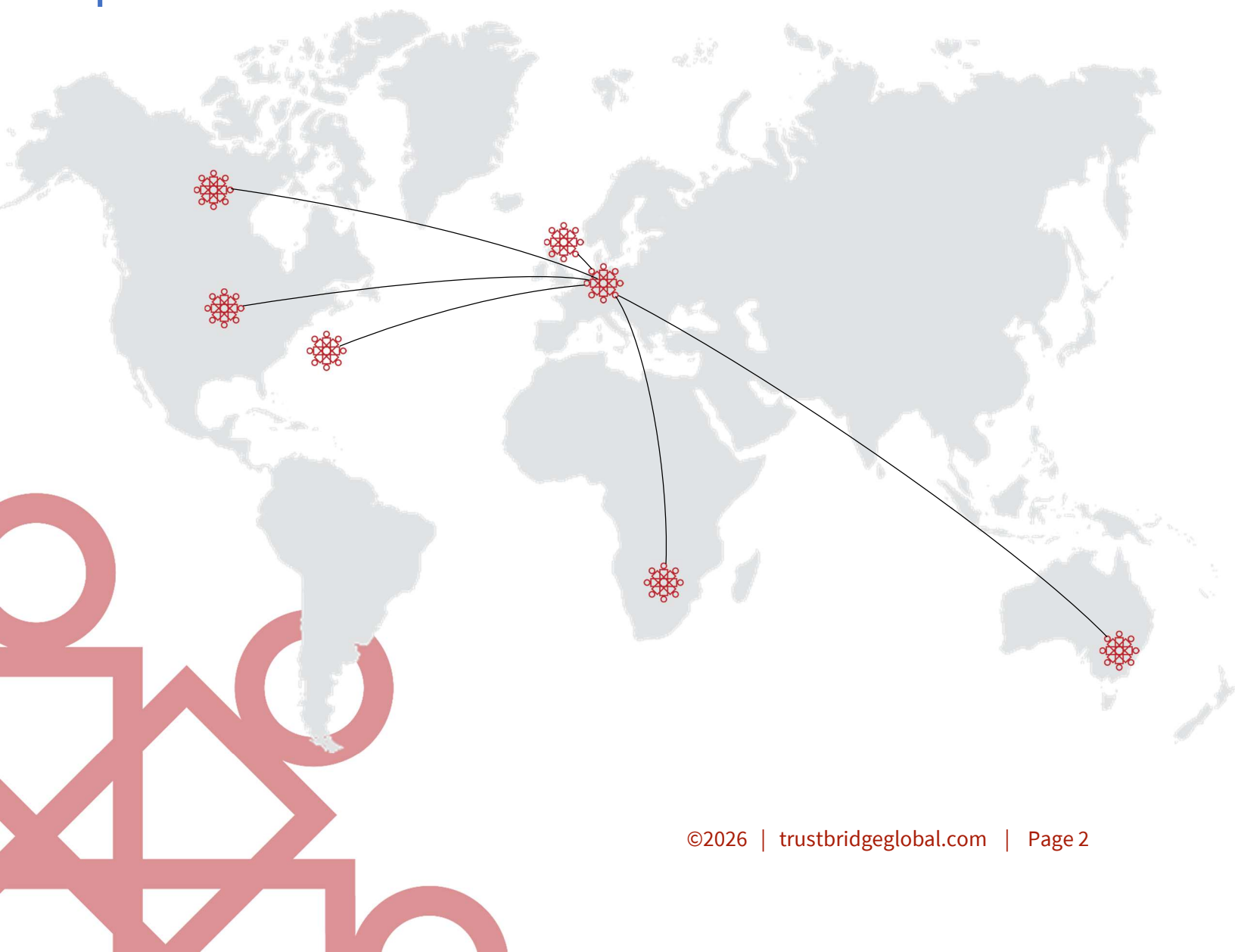
MAKE YOUR
IMPACT ON
THE WORLD

Manager, Public Relations & Corporate
Communications

TrustBridge Global Foundation is a grant-making foundation based in Switzerland. We receive donations from individuals and entities all over the world and process and send grants to charities almost anywhere.

OUR MISSION IS TO **MOBILISE RESOURCES**
BY **MAKING GLOBAL GIVING EASY.**

WE DO THIS BY CREATING A **GLOBAL**
NETWORK OF GENEROUS COMMUNITIES.

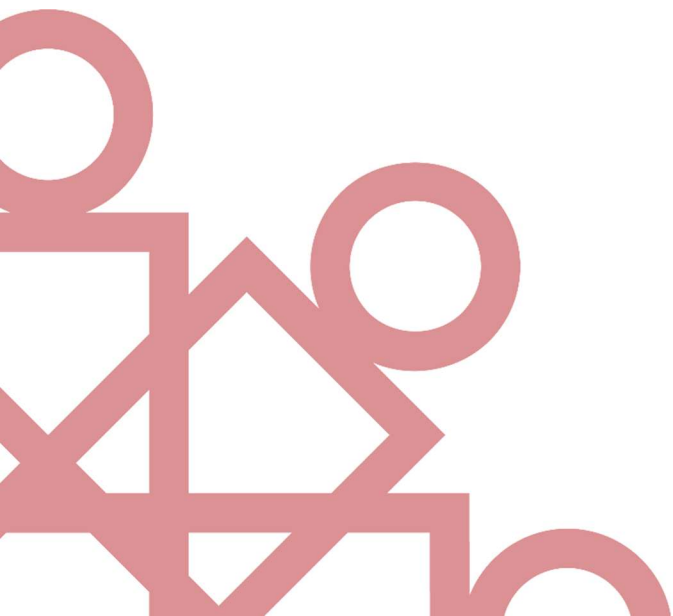


Imagine anybody giving to any charity anywhere with just a few clicks. We believe that radically improving cross-border giving will change the world.

OUR VISION IS THAT **CHARITIES**
EVERYWHERE HAVE ALL THEY NEED TO
ACCOMPLISH THEIR MISSION.



There are trillions of dollars, euros, and yen in the hands of generous people around the world, more than enough to make a significant difference in the lives of people around the world – TrustBridge will get those resources moving.





Put People First

The world tells us that we need to decide between benefiting ourselves or benefiting others. In all situations, we will choose to apply the Golden Rule and treat others as we would like to be treated. We put people first and lean into generosity. People are more important than dollars.

Trust Our People to Act

We believe in our people – their gifts, skills, and worth – and therefore we trust our people. We are self-starters and take action without waiting to be told. But not necessarily on our own – we listen and collaborate. We provide everyone with the training, strategic clarity, and radical information sharing necessary to make wise decisions.

Find a Way to Say Yes

Our team is comprised of some of the smartest, most gifted people around. We believe our clients deserve maximum effort and creativity applied towards the accomplishment of their goals. While we always need to consider costs and potential risks, we should exhaust every reasonable alternative before we say “no, we can’t do it”.

Move as Fast as Possible, but Not Faster

In serving clients, time is of the essence. Non-profit charities should not operate at a lower standard than for-profit businesses. We strive for world-class responsiveness to client needs, while not compromising compliance with applicable laws and regulations, or our standard of excellence. Additionally, as we innovate, we move those solutions into production with real world urgency.

TrustBridge maintains a globally distributed workforce with team members in Switzerland, the United States, India, Malaysia, the Philippines and more.



THE FOLLOWING OPPORTUNITY IS FOR A MANAGER, PUBLIC RELATIONS AND CORPORATE COMMUNICATIONS WITH A FOCUSED SET OF RESPONSIBILITIES.

TrustBridge is seeking a strategic, entrepreneurial, and highly skilled **Manager, Public Relations & Corporate Communications** to establish and lead the organization's public relations and corporate communications function.

This individual will serve as TrustBridge's primary internal expert for earned media, reputation management, crisis communications, executive communications, and internal communications. As a one-person function, the Manager will be responsible for both strategy and execution while working closely with an external public relations agency on proactive media campaigns, earned media opportunities, and media inquiries.

The Manager will also coordinate joint public relations efforts with TrustBridge Network Members, Strategic Partners, and other affiliated organizations around shared announcements, campaigns, initiatives, and major organizational developments.

This is a hands-on role for a strong writer, thoughtful advisor, and proactive relationship builder who can help strengthen and protect TrustBridge's reputation as a trusted leader in global philanthropy and cross-border giving.

RESPONSIBILITIES AND EXPECTED OUTCOMES

Public Relations and Earned Media

- Develop and execute TrustBridge's annual public relations and earned media strategy.
- Serve as the organization's primary point of contact for media relations and public relations activities.
- Manage the relationship with TrustBridge's external public relations agency, including priorities, campaigns, deliverables, performance, and budget.
- Identify and pursue proactive earned media opportunities that advance TrustBridge's strategic priorities.
- Build and maintain relationships with journalists, editors, podcast hosts, industry publications, and other relevant media contacts.
- Coordinate media interviews and prepare executives with briefing materials, talking points, background information, and anticipated questions.
- Manage incoming media inquiries and coordinate timely, accurate, and appropriate responses.
- Write, edit, approve, and distribute press releases, media statements, executive quotes, background materials, and media pitches.
- Identify opportunities for executive interviews, contributed articles, podcasts, commentary, speaking engagements, and other thought leadership.
- Partner with the broader Marketing team to integrate earned media with owned, digital, social, and campaign communications.

Corporate and Executive Communications

- Develop clear and consistent messaging for TrustBridge's major initiatives, partnerships, products, reports, and organizational developments.
 - Draft executive communications, speeches, presentation content, talking points, opinion pieces, and external correspondence.
 - Create messaging frameworks, FAQs, communication plans, and toolkits for major announcements and campaigns.
 - Ensure public communications are accurate, consistent, appropriately positioned, and aligned with TrustBridge's brand and strategic priorities.
 - Advise senior leaders on communication strategy, messaging, timing, stakeholder impact, and reputational considerations.
- ### Reputation Monitoring and Management
- Develop and lead a comprehensive reputation monitoring and management program.

- Monitor media coverage, online conversations, stakeholder sentiment, and emerging issues that could affect TrustBridge's reputation.
- Track mentions of TrustBridge, key executives, major initiatives, Network Members, and Strategic Partners where relevant.
- Identify emerging reputational risks and opportunities and provide timely recommendations to senior leadership.
- Produce regular reports for leadership summarizing media coverage, sentiment, risks, opportunities, and recommended actions.
- Work with internal teams and external advisors to strengthen TrustBridge's credibility, visibility, and public positioning.

Crisis Communications

- Develop, maintain, and regularly update TrustBridge's crisis communications plan.
- Chair the Crisis Communications Team (CCT) and establish escalation protocols for significant reputational concerns.
- Establish clear processes for issue identification, escalation, decision-making, spokesperson selection, and stakeholder response.
- Prepare crisis communication resources, including holding statements, response templates, FAQs, stakeholder messages, and executive talking points.
- Coordinate communications during crises, sensitive issues, or significant reputational events.
- Advise leadership on communication strategy, timing, tone, and stakeholder impact during high-risk situations.
- Coordinate with legal counsel, executive leadership, Network Members, Strategic Partners, and other stakeholders when required.
- Lead periodic crisis communications reviews, tabletop exercises, or simulations to improve organizational readiness.
- Conduct post-incident reviews and recommend improvements to communication plans and processes.

Internal Communications

- Develop and manage TrustBridge's internal communications strategy.
- Create a consistent cadence of employee communications that keeps staff informed, aligned, and connected to organizational priorities.
- Draft and distribute leadership updates, organizational announcements, newsletters, staff communications, and change-management materials.
- Partner with executive leadership, Human Resources, and department leaders on significant internal announcements and organizational changes.
- Help communicate TrustBridge's strategy, mission, culture, priorities, and progress across a globally distributed team.
- Ensure internal and external communications are coordinated and consistent, particularly during major announcements or sensitive situations.

Network Member and Strategic Partner Communications

- Coordinate joint public relations efforts with TrustBridge Network Members, Strategic Partners, and affiliated organizations.
- Develop shared communication plans for partnership announcements, campaigns, events, reports, product launches, and major initiatives.
- Facilitate alignment on messaging, timing, approvals, spokesperson roles, and media outreach.
- Create press release templates, communication toolkits, key messages, social copy, FAQs, and other resources for collaborative announcements.
- Identify opportunities to amplify TrustBridge's impact and visibility through the audiences and relationships of Network Members and Strategic Partners.
- Respect and preserve the distinct identity, governance, and communication needs of participating organizations while maintaining appropriate message consistency.
- Develop processes that make joint communications efficient, coordinated, and mutually beneficial.

Measurement and Reporting

- Establish baseline public relations, reputation, and earned media metrics.
- Develop a practical measurement framework that emphasizes quality, relevance, credibility, and strategic impact rather than raw media volume.
 - Track earned media placements, audience relevance, message inclusion, sentiment, executive visibility, share of voice, and media relationship development.
 - Evaluate the performance of the external public relations agency and other communications vendors.

- Provide regular reporting and recommendations to the Senior Vice President of Marketing & Partnerships and other members of executive leadership.
- Use performance insights to continually improve TrustBridge's communications strategy.

Definition of Meaningful Earned Media

For TrustBridge, meaningful earned media is third-party coverage or visibility that strengthens the organization's credibility and awareness among priority audiences.

Priority audiences may include:

- Donors and philanthropists
- Charitable organizations
- Professional advisors
- Financial institutions
- Foundations and donor-advised fund providers
- Nonprofit and philanthropic leaders
- Network Members and Strategic Partners
- Policymakers and industry stakeholders
- Leaders in global philanthropy, impact investing, and cross-border giving

Meaningful earned media may include:

- Feature stories or substantive mentions in respected philanthropy, nonprofit, financial services, wealth management, impact investing, or international publications.
 - Executive interviews, expert commentary, podcasts, and broadcast appearances.
 - Contributed articles or opinion pieces placed in relevant industry publications.
 - Coverage of TrustBridge's partnerships, research, products, thought leadership, or organizational milestones.
 - Inclusion in broader stories about global philanthropy, generosity, cross-border giving, charitable innovation, or impact investing.
 - Media visibility that leads to increased credibility, relationships, invitations, inquiries, partnerships, or business opportunities.
- Press release syndication, automated website pickup, and low-quality mentions should not be treated as meaningful earned media unless they contribute to a broader strategic outcome.
- First-Year Priorities and Measures of Success
- Because TrustBridge is beginning with limited existing earned media exposure, the first year will

focus on establishing the function, building a baseline, and creating measurable momentum.

The successful candidate will:

- Develop and begin executing TrustBridge’s public relations and corporate communications strategy.
- Establish clear public relations processes, responsibilities, approval workflows, and reporting structures.
- Build an effective working relationship with TrustBridge’s external public relations agency.
- Establish a baseline for current media visibility, reputation, sentiment, and share of voice.
- Identify priority audiences, media outlets, journalists, topics, and executive spokespersons.
- Secure a growing portfolio of relevant, high-quality earned media placements.
- Establish TrustBridge executives as credible sources and thought leaders within priority sectors.
- Develop and launch a reputation monitoring and reporting program.
- Complete and implement a crisis communications plan, including templates and escalation procedures.
- Conduct at least one crisis communications exercise or tabletop review.
- Establish a consistent internal communications cadence.
- Create a coordinated process for joint public relations activities with Network Members and Strategic Partners.
- Develop a measurement dashboard that demonstrates progress in visibility, credibility, reputation, and strategic influence.

Illustrative First-Year Performance Indicators

Targets should be finalized after the initial media and reputation baseline is established. Illustrative measures may include:

- A defined list of priority media outlets, journalists, podcasts, and industry platforms.
- Consistent earned media activity across the year rather than isolated press release announcements.
- Approximately 8–15 meaningful earned media placements, interviews, contributed articles, podcast appearances, or other substantive opportunities during the first full year.



- At least 4–6 executive thought leadership opportunities.
- Evidence that priority TrustBridge messages are appearing in earned media coverage.
- A monthly or quarterly reputation and media monitoring report provided to leadership.
- A documented crisis communications plan that has been reviewed and tested.
- Communication plans and toolkits developed for major joint announcements with Network Members or Strategic Partners.
- Growth in relevant media relationships, inbound opportunities, brand recognition, and invitations for TrustBridge leaders to contribute to industry conversations.

These measures should prioritize the quality and relevance of exposure over the total number of media mentions.

KNOWLEDGE, SKILLS, ABILITIES, AND PERSONAL CHARACTERISTICS

- Strong knowledge of public relations, media relations, corporate communications, reputation management, and crisis communications principles and practices.
- Demonstrated ability to develop and execute communications strategies across multiple countries, regions, or global markets, with an understanding of the cultural, media, and reputational considerations involved in international communications.
- Exceptional writing, editing, proofreading, and storytelling skills, with the ability to translate complex topics into clear and compelling messages.
- Ability to think strategically while independently managing the day-to-day execution of a one-person public relations and communications function.
- Demonstrated ability to identify newsworthy stories, develop effective media angles, and secure meaningful earned media opportunities.
 - Strong understanding of media practices and the ability to build productive relationships with journalists, editors, podcast hosts, and other external influencers.
 - Ability to anticipate reputational risks, monitor emerging issues, and recommend timely and appropriate responses.

- Sound judgment, discretion, and composure when handling confidential, sensitive, or potentially high-risk matters.
- Ability to develop crisis communications plans, prepare response materials, and coordinate communications under pressure.
- Strong executive communication skills and the confidence to advise and prepare senior leaders for interviews, announcements, and sensitive communications.
- Ability to build relationships and coordinate effectively across departments, organizations, cultures, and time zones.
- Strong project management skills, including the ability to prioritize competing demands, manage deadlines, and coordinate multiple stakeholders.
- Ability to manage external agencies and vendors, establish clear expectations, and evaluate performance and outcomes.
- High degree of initiative, ownership, resourcefulness, and follow-through.
- Strong cultural awareness and sensitivity when communicating across TrustBridge's global network.
- Adaptability and comfort working in a growing organization where priorities, processes, and communication needs may evolve.
- Meticulous attention to detail while maintaining a clear understanding of broader organizational goals.
- Collaborative, diplomatic, and relationship-oriented working style.
- Commitment to accuracy, integrity, professionalism, and responsible stewardship of TrustBridge's reputation.

Working Relationships

The Manager, Public Relations & Corporate Communications will work closely with:

- Senior Vice President, Marketing & Partnerships
- Director of Marketing
- Executive Leadership Team
- External public relations agency
- Marketing and Creative teams
 - Partnerships and Collaborations team
 - Human Resources
 - Legal and compliance advisors
 - Giving Solutions and program leaders
 - TrustBridge Network Members
 - Strategic Partners
 - External journalists, publications, and communications vendors

EDUCATION, TRAINING, AND EXPERIENCE

Required Qualifications

Required

- Bachelor's degree in Public Relations, Communications, Journalism, Marketing, or a related field, or equivalent professional experience.
- At least five years of experience in public relations, corporate communications, media relations, journalism, or a related field.
- Demonstrated experience leading public relations and communications initiatives across multiple countries or regions (e.g., APAC, EMEA, LATAM), or within a global organization. Experience limited to a single domestic market is generally not sufficient for this role.
- Exceptional writing, editing, proofreading, and storytelling skills.
- Demonstrated experience writing press releases, media statements, executive communications, and organizational announcements.
- Experience working directly with journalists, media outlets, and external public relations agencies.
- Strong project management and organizational skills.
- Ability to work independently, exercise sound judgment, and manage a communications function with minimal supervision.
- Strong interpersonal skills and the ability to build relationships across cultures, organizations, and time zones.

Preferred

- Experience in philanthropy, nonprofit services, financial services, wealth management, fintech, impact investing, international development, or a related field.
- Experience supporting a globally distributed organization with diverse stakeholders and multiple markets.
- Experience coordinating communications across affiliate organizations, networks, federations, or strategic partnerships.
 - Experience with crisis communications, reputation management, and issues management.
 - Familiarity with public relations and media monitoring platforms
 - Understanding of donor-advised funds, charitable giving, cross-border philanthropy, or the broader generosity ecosystem.

Experience

- Experience in philanthropy, nonprofit services, financial services, wealth management, fintech, impact investing, international development, or a related field.
- Experience working within a global or geographically distributed organization.
- Experience with crisis communications, reputation management, or issues management.
- Experience leading internal communications or organizational change communications.
- Experience coordinating communications across affiliates, chapters, networks, coalitions, or strategic partnerships.
- Familiarity with public relations and media monitoring platforms such as Cision, Pulsar, Meltwater, Muck Rack, or similar tools.
- Understanding of donor-advised funds, charitable giving, cross-border philanthropy, or the broader generosity ecosystem.
- Experience developing communication metrics and executive dashboards.

WORK ENVIRONMENT AND MENTAL REQUIREMENTS

- Regular workdays run from roughly 1700 – 0200 (Philippines Time) or 1300 to 2200 (Kenya Time) to maximize the overlap with European and US Eastern Time work hours (time spent outside regular work hours for events and event preparations will be offset against regular workdays)
- Ability to communicate and exchange information, collect, compile, and prepare work documents, as well as set up and maintain work files
- Willingness to work more than 8 hours per day, as needed; ability to handle pressure during peak periods during the year, availability to handle issues outside of normal working hours
- Benefits include paid time off, paid holidays, employer contributions to health insurance, and annual bonus. Future retirement benefits are anticipated

Contact jcueno@trustbridgeglobal.com to apply in the Philippines

or milka@verde-edge.com to apply in Kenya.



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GIVING | IMPACT | GLOBAL