

Head of Marketing & Communications

Fairpicture · Switzerland, Bern / Hybrid · 60–100%

About Fairpicture

Fairpicture makes ethical visual storytelling the norm. We work with 250+ visual creators across the Global South, helping NGOs, international organizations, and ethical brands tell stories that respect and represent the people involved. In 2025, we launched FairConsent, a consent management platform that's becoming a core pillar of how photographers and organizations handle the rights of the people they photograph and film.

We are a small, hands-on team of 20 people, 15 in Cairo and 5 in Switzerland. We're growing and we need someone to make sure the right people know it.

The Role

Until now, growth has come mostly from business development, targeting ethical communication leaders. This is why most of our customers are tier one NGOs and International Organizations. Your role is to turn an already-strong reputation into a growth engine for a new global standard in ethical visual storytelling. We currently focus on B2B Enterprise, and want to expand to smaller teams as well as individual visual creators.

It's an entrepreneurial position, where you start hands-on, end-to-end, to gradually build a crew of colleagues and freelancers around you to grow faster and better.

Being hands-on means writing, publishing, testing, iterating - while building the crew (probably for jobs like paid channels, SEO, design...). You're the one who holds the strategy together and makes sure it gets executed to a high standard, whether that's you doing it or someone you've briefed and are supervising.

You stay on top of what's happening in our ecosystem - the World Disaster Report 2026 from IFRC, a debate around AI and image rights, new guidelines for visual storytelling from Bond, a shift in GDPR, or C2PA... - and you turn it into sharp, relevant content that speaks directly to our audience. Fast.

What You'll Do

Editorial intelligence & reactive content

- Monitor what matters to our audiences: NGO communications, visual ethics, consent management, AI and image rights.

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- Connect external news and trends to Fairpicture's story - with a clear point of view and fast turnaround.
- Write compelling LinkedIn posts, newsletters, and articles yourself - not just brief others to do it.

Organic presence & content strategy

- Own LinkedIn strategy and execution (our primary B2B channel), email marketing, and website content.
- Produce a range of content formats: short-form social, long-form articles, case studies, event materials.
- Brief, manage, and quality-control freelancers (copywriting, design, video) with clear briefs and high standards.
- Oversee SEO performance and work with specialists where needed.

Paid & performance oversight

- Generate marketing qualified leads and maximize chances they register and get on board on their own, or reach out to our sales representatives for a meeting (big accounts only).
- Track and own the full funnel - from awareness to conversion. Build dashboards and reports that give the team clear visibility on what's working, run data-driven experiments to improve performance, and turn insights into decisions fast. You're as comfortable in GA4 as you are in a content doc.
- Understand LinkedIn Ads, Google, and Meta well enough to supervise a performance marketing freelancer or contractor.
- Read the metrics that matter, know when to adjust spend or strategy, and hold the overall marketing budget.

Automation & AI

- Use AI tools and marketing automation to work faster and smarter - content repurposing, social listening, lead-gen flows, reporting.
- Set up workflows that save time without sacrificing quality or brand voice.

Events & community presence

Identify and prioritize relevant events where Fairpicture should have a presence - major conferences for NGO communication leads, consent and data rights forums, visual storytelling summits, and UN/INGO ecosystem gatherings

- Prepare and represent Fairpicture at these events: speaking slots, side meetings, partner activations, or simply being in the room and building relationships.
- Turn event participation into content and leads - before, during, and after.



What You Bring

- A strong, fast pen - you can write a compelling LinkedIn post in under an hour and a sharp newsletter in a morning. You'll use AI, but you own and understand the narrative better than it does (at least for now).
- Editorial curiosity - you read widely, connect dots others miss, and have a genuine point of view on the issues our clients care about.
- A full-funnel mindset - you think in terms of awareness through to conversion, retention, and renewals, and you understand how the pieces connect.
- Real autonomy - you ship, you don't just coordinate.
- A test-and-iterate approach. You work on hypotheses, run small experiments, learn fast, and adjust without ego. Design thinking isn't a workshop format for you, it's how you approach every problem.
- Prior experience running a crew of freelancers. You've briefed, reviewed, course-corrected, and approved before.
- Solid command of HubSpot (or equivalent), GA4, LinkedIn Campaign Manager, AI tools, and automation platforms (Make, Zapier, or similar).
- Enough fluency in paid channels and SEO to run basic campaigns or supervise specialists effectively.
- Affinity for the NGO / international organization ecosystem. You understand how they communicate and what drives their decisions.
- 5+ years in digital marketing, including at least one startup or lean-team environment.
- Fluent English (primary working language).

What We Offer

- Real ownership and direct impact on Fairpicture's growth trajectory
- Member of the coordination circle, close collaboration with the CEO as well as the board of directors
- A multicultural team, with offices in Cairo and Bern
- A culture of ownership, direct feedback, and continuous improvement
- Compensation is benchmarked to the Swiss median salary. Fair and fully transparent, though below what larger organizations or pure-commercial players can offer. We're upfront about this: we compete on ownership, impact, and the mission, not on top-of-market pay.



How to Apply

Apply through this link: <https://tally.so/r/b5gYR1>

If you have questions, reach out to Christian Sinobas at christian@fairpicture.org.

We are committed to building a diverse and inclusive team. We actively encourage applications from women and candidates from underrepresented backgrounds.