



DIRECTOR OF COMMUNICATIONS

SUMMARY:

The Director of Communications strengthens, develops, and delivers a strategic and compelling communications, public relations and marketing effort that advance the Foundation's strategic priorities.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Develops, leads, and implements a comprehensive communications strategy and plan.
- Manages the departmental budget.
- Ensures primary messages are delivered accurately and on a timely basis across all available communication platforms.
- Identifies key stories that reflect strategic priorities and determines best platform/s.
- Creates templates to update and refine a broad array of marketing materials.
- Creates and delivers on Foundation's outreach (materials, messaging & content) including media relations, news releases, op-ed pieces, story pitches, etc.
- Manages and leads development of Foundation newsletters around key topics
- Oversees and ensures effectiveness of Foundation website.
- Guarantees discipline in message and platforms for Foundation's brand.
- Leads the development of marketing materials and public relations for key events and milestones
- Strengthens engagement with donors, prospects, community leaders and local nonprofit leaders in ways that advance the Foundation's mission and strategic plan priorities
- Coordinates with consultants as necessary
- Ensures a highly capable and productive communications team through selection, performance management, and effective leadership
- Performs other job-related duties as assigned.

ESSENTIAL QUALIFICATIONS:

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

EDUCATION and/or EXPERIENCE:

Four-year undergraduate college degree in marketing, communications, or public relations required. Masters degree preferred; five to seven years of experience leading marketing, communications, branding, or related teams in a complex organization with multiple communication objectives.

KNOWLEDGE, SKILLS, AND ABILITIES REQUIRED:

- Ability to communicate effectively and work cooperatively with the staff, board of directors, committees, and other community groups.
- Excellent planning and organizational skills
- Strong project management skills
- Strong interpersonal and networking skills including the ability and credibility to engage and interact with key leaders from the community's businesses, faith organizations, government, nonprofits, other foundations and target audiences
- Ability to view and deliver marketing functions holistically.
- Proficiency in the use of technology for communications, documentation, analysis, reporting, research, and scheduling
- Able to articulate the mission and vision of the organization and the benefits of philanthropy within our community; serving in the role of ambassador of the Foundation

DISTINGUISHING CHARACTERISTICS:

- Must be articulate and professional and able to multi-task throughout the day and maintain a calm working environment
- Some graphic design experience preferred.
- Experience with communications campaigns that engage the community, shape public opinion, and/or mobilize volunteers and the broader public preferred.
- Must be meticulous and have excellent organizational skills.
- Able to proofread his/her/their own work and produce high quality, accurate, documents and reports
- Able to troubleshoot, analyze, and problem-solve by seeing the big picture and apply what he/she/they has/have learned to future projects
- Ability to interact with the public, answer questions, maintain a professional appearance, and use wisdom and discretion in all interactions with the public
- Must be flexible and able to adapt to changing organizational needs
- Ability to maintain a positive appearance and attitude throughout the work day.
- Ability to serve as thought leader.

CERTIFICATES, LICENSES AND REGISTRATIONS:

Current California driver's license, valid vehicle registration and insurance required for driving on company business.

PHYSICAL DEMANDS:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to talk or hear. The employee frequently is required to sit, use hands to handle, or feel, and reach with hands and arms. The employee is occasionally required to stand, walk, climb or balance, and stoop, kneel,

crouch, or crawl. The employee must frequently lift and/or move up to 10 pounds and occasionally lift and/or move up to 50 pounds. Specific vision abilities required by this job include close vision, distance vision, peripheral vision, and ability to adjust focus. The employee may occasionally perform work in outside elements.

WORK ENVIRONMENT:

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Work is generally performed within an office environment, with standard office equipment available. The noise level in the work environment is usually moderate.

TO APPLY:

Send cover letter and resume to Heather Brown, Chief Operating Officer, at heather@centralvalleycf.org. Please no telephone inquiries.

The work of CVCF is strengthened by the diversity of perspectives on a team where every individual can belong. Candidates with diverse backgrounds and experiences, reflecting the range of communities we serve, are encouraged to apply.

The position is open until filled.