

Director of Communications

Position Description



Los Altos Mountain View Community Foundation (the Foundation) inspires, leads, and empowers residents for a stronger community. The Foundation provides grants, creates social impact opportunities, incubates emerging nonprofits, offers donor advised funds, and partners with community organizations and residents on solutions that make a difference.

We are committed to fostering an inclusive environment for people of all backgrounds. The Foundation is committed to equity and does not discriminate on the basis of race, color, religion, creed, national origin or ancestry, sexual orientation or expression, gender, marital status, age, physical or mental disability, military status, genetic information, or any other protected characteristic as established under law. We highly encourage BIPOC (Black, Indigenous and people of color) candidates to apply for this role.

Position overview

The Director of Communications develops and leads the implementation of the Foundation's comprehensive strategic communication strategy. In this role, the Director builds and sustains awareness of our programs, services, and benefits offered to nonprofit organizations, current and potential donors, professional advisors, civic leaders, local corporations, and our local community. The Director will help us build and maintain an influential philanthropic voice and communicate our local impact.

The position reports to the Executive Director and works closely with other staff to achieve the Foundation's programmatic and development goals.

Responsibilities

- Develop and implement a comprehensive and measurable strategic communications plan for the Foundation that effectively:
 - Reaches and engages key constituent groups;
 - Identifies and elevates community issues through traditional and innovative means;
 - Coordinates internal departments to support agreed upon priorities;
 - Uses a wide range of media outlets and social media platforms; and
 - Builds and consistently enhances the Foundation's brand.

- Lead the Foundation's communication effort by:
 - Generating or directing the development of all communications and marketing materials;
 - Researching and generating story ideas regarding our programs, services, partnerships, and major activities;
 - Developing and managing a monthly content calendar;
 - Working closely with development staff on donor engagement strategies;
 - Working with staff to understand and prioritize program-and development-related communication needs; and
 - Reviewing and approving outgoing communications.

- Oversee all aspects of the Foundation’s digital presences including its website and social media platforms by:
 - Coordinating publication of updated and accurate information;
 - Developing blog themes, authoring periodic blog posts, and generating other digital connect; and
 - Working with staff to track, analyze, and report on usage, impressions, earned media value, and trends.

- Direct and implement the production of online newsletters, donor-and community-centered communications, and print and electronic collateral materials by:
 - Serving as the lead content strategist and editor;
 - Producing or managing the development and distribution of newsletters, issue briefings, media advisories, key messages, blog posts, direct mail, video production, reports, letters, and other collateral materials;
 - Designing and managing the email distribution schedule and content for the Foundation’s distinct audiences; and
 - Overseeing the management of the Foundation’s constituent communication preferences and email distribution data.

- Manage the Foundation’s external relations and generate consistent, positive coverage by:
 - Cultivating and managing media relationships including print, broadcast, radio, and digital reporters and influencers;
 - Developing earned media opportunities as well as pitching storylines for local media; and
 - Handling media inquiries and interview requests.

- Ensure communication effectiveness and standards across the Foundation by:
 - Ensuring that Foundation staff, its Board of Directors members, and volunteers understand the organization’s core messages and communications best practices;
 - Maximizing interdepartmental communication and coordination; and
 - Engaging and leading the teams necessary for successful in-person and online event management and execution.

Qualifications

The ideal candidate should have a passion for hyper-local and regional philanthropy, enjoy using various ways to communicate with community members , and appreciate of the role of the Foundation in building community, and have:

- Demonstrated commitment to and familiarity with the mid-Silicon Valley communities including those served by the Foundation;
- Prior success in designing, advancing, and implementing strategic communication and marketing plans;

- Willingness to iterate strategies and approaches, with the ability to recognize when to course correct as necessary;
- Success working effectively with a small team, but also independently as a self-starter;
- Appreciation for accuracy, commitment to excellence, and preference for collaborative work environments that deliver clear results;
- Established and working relations with print, broadcast, radio, and digital contacts;
- Proven success placing high visibility earned media stories;
- The ability to build trusted relationships and effectively represent the Foundation in a variety of settings;
- Fluency with communication technologies including website management and social media platforms; and
- Excellent analytical, organizational, and verbal and written communication skills.

Salary

- The Foundation has budgeted up to \$91,500 for the position. Salary will be commensurate with experience.

Benefits

- The Foundation currently offers individual health insurance, unlimited paid time off, annual sick days, and eleven paid holidays. It will begin to offer a retirement benefit by the end of June 2022.

Time Requirement

- This is a full-time exempt position requiring a minimum of 37.5 hours per week with occasional early and late hours for remote and onsite meetings. Work may be conducted from our office or a remote location in or near the communities served by the Foundation.

Application Process

Please send a cover letter describing your interest in this position, a resume, and a writing sample representative of your style and experience to jobs@losaltoscf.org. Please use “Director of Communications – Your Name” in the subject line.