



HUMBOLDT AREA  
FOUNDATION



**MARKETING AND COMMUNICATIONS DIRECTOR**  
**JOB DESCRIPTION**  
**October 2020**

Location:	Bayside, CA, including travel in Del Norte and Trinity counties
Reports to:	Chief of Staff
Department:	Executive, Culture and Public Policy
Time Commitment:	Full time M-F, may include weekend or after hours work as needed
Status:	Regular Exempt, Program Director
Market Wage:	\$80,568/year annual salary
Hiring Range:	\$64,454-72,511 depending on experience, plus health benefits, retirement benefits, paid holidays and sick time

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**About Humboldt Area Foundation**

Humboldt Area Foundation (HAF) serves the residents of Humboldt, Trinity, Del Norte, and Curry counties by promoting and encouraging generosity, leadership, and inclusion to strengthen our communities. Through the generosity of local donors, HAF has awarded more than \$80 million in grants and scholarships since 1972. HAF, along with its affiliate Wild Rivers Community Foundation, focuses its grantmaking and program efforts on strengthening community capacity and transforming our communities' ability to solve problems and address the root causes of those problems. Long-standing programs of the foundation include the Native Cultures Fund and the Northern California Association of Nonprofits, and current initiatives include Building Healthy Communities—a 10-year initiative focused on improving the health and wellbeing of Del Norte County and Tribal Lands—and the Equity Alliance of the North Coast—a collaborative effort to understand and improve racial and social equity through education, dialogue, and coaching opportunities.

**Job Description Summary**

This individual is responsible for leading and implementing the marketing, communications, and brand identity efforts of the Humboldt Area Foundation, Wild Rivers Community Foundation, and affiliates to further strategic goals. The focus of the position is to:

- Develop and oversee powerful, clear, and inspiring strategies to express and amplify the Foundation's efforts, impact, and vision

- Execute the marketing and communications strategy through multiple means including traditional media, graphic identity, social media, presentations and publications, storytelling, etc.
- Create and foster thought leadership on national, regional and local issues that impact our region and the communities we serve
- Design persuasive and creative campaigns and materials that promote generosity and amplify giving among donors and partner funders
- Drive opportunities for public engagement, event and conference participation, and audience building locally and nationally
- Collaborate closely and enthusiastically with the entire leadership team to unify, cross-promote, and harmonize the Foundation's programs, initiatives and affiliate identities.

The Marketing and Communications Director will be responsible to design and execute strategies that elevate and effectively express the Foundation and its efforts. The Director will lead efforts for traditional media such as media relations and print communications; develop and deliver robust social media and web efforts; lead creative branding and production of related identity collateral; drive positive public relations campaigns and events; and promote the stories and impact of our efforts to enhance generosity and partnerships. The Director will manage consultants and contractors who can expand and enrich our internal marketing and communications capacity, as well as generate marketing partnerships and sponsorships. The Director will be a skilled collaborator and enjoy active participation with staff and board members, and actively generate input and learning from the community. The Director will be highly effective at annual planning, budgeting and resource management, and in the use of technology tools such as website design and analytics, constituent relationship management services, and collaboration platforms. Crucially, the Director will be dedicated to the organization's racial equity commitments, and play a key role in helping the organization live into and communicate these core values. This role involves direct and indirect supervision of staff with a strong ethic of servant-leadership, mentorship, and adaptability.

## **Job Duties**

### *Marketing, Identity, and Publications*

- Create and implement marketing strategies that effectively promote our brands and programs and ensure our identity, culture, and values are harmonized
- Actively collaborate with Foundation staff to understand needs, target audiences, partnership opportunities, and storytelling priorities
- Develop innovative approaches to marketing and storytelling, including testing new media and methods
- Create (or work with contractors or partners) advertising for the Foundation and its activities that engage audiences in our work
- Oversee and improve brand identity and related materials, lead creative branding efforts. Create and maintain a style and branding guide and related user guidelines
- Develop and manage a cadre of consultants, contractors and partners to assist with and amplify our marketing and communications agenda. Oversee all related budgets and timelines and monitor and assess efficacy.
- Design persuasive and creative campaigns and materials that promote generosity and amplify giving among donors and partner funders

- Direct the production of publications such as the Foundation's yearbooks, annual reports, branded collateral, and other print publications
- Create tools and systems to define and measure marketing impact, and generate new strategic opportunities
- Oversee assets such as photo libraries, archives, partner logos, and graphics for regular use and access by the organization and partners
- Develop and partner across the organization to deliver effective promotional activities, sponsorships, and partnerships.
- Support and coach staff and board to become brand ambassadors, empowering their success with appropriate marketing and communications tools

#### *Public and External Affairs*

- Drive opportunities for public engagement, event and conference participation, and help generate local and national audiences and interest
- Promote thought leadership opportunities such as conferences, academic and philanthropic publications, regional events, and other important outlets
- Provide thought leadership on national, regional and local issues that supports the strategic goals of the Foundation and the work of our external partners
- Act as spokesperson for the Foundation in collaboration with the CEO and Board of Directors
- Attend and support Foundation events and play various roles from media relations to blogger to photographer as needed
- Help support the emerging public policy agenda with research, talking points, and public outreach

#### *Communications and Media Relations*

- Generate positive and effective communications strategies for the organization and our programmatic efforts. Work closely with teams to translate impact into media interest
- Develop and maintain strong media relations. Generate publicity, respond to media inquiries, actively promote stories and conduct local and national outreach. Actively create new relationships with journalists
- Author a range of communications materials in various styles ranging from talking points for executives, to proposals for donors, to boilerplate language for templates, to press releases
- Actively participate in developing the Foundation's external communications strategy around racial equity and help fulfill and convey our commitments
- Monitor response to external communications to ensure safety of communities and brand resiliency
- Measure and analyze communication methods and audience impact, including compiling and assessing feedback, and providing recommendations for how to adapt

#### *Website and Social Media*

- Devise and deliver online marketing and communications campaigns and day-to-day tactics of social media engagement
- Oversee and significantly enhance the Foundation's website and related multimedia tools  
Manage contractors and consultants to improve design, functionality, and ensure great user experiences

- Monitor and analyze social media for changing conditions including trolls, negative posts, partner activity and reposts. Work closely with other organization leaders and board members to support their social media messaging and platforms
- Manage listserves and relationship management tools to facilitate email messaging and broadcast outreach
- Enhance ecommerce and online donation tools to promote online giving; create and manage online donor campaigns in collaboration with the Director of Donor Engagement

#### *Team, Organizational and Administrative*

- Create, implement and track and progress on an annual marketing and communications plan using collaboration, analytic, and constituent tools. Report on progress and impact
- Maintain, organize and update shared resources (e.g., photographs, accounts) for staff use
- Collaborate closely and enthusiastically with other organizational leaders, key staff, board members and partners, leveraging their stories, ideas and skills for greater impact
- Participate in implementing racial equity efforts and commitments and ensure alignment in all of our marketing and communications efforts
- Supervise and mentor staff –whether as direct reports, organization-wide support staff, volunteers, or interns
- Be an effective partner and team member within multiple organizational structures including the Leadership Team and the Executive, Culture, and Public Policy Office

#### **Minimum Qualifications**

- Bachelor’s degree in Communications, Journalism, Public Relations or related field
- Experience supervising and mentoring staff and partners
- Experience managing consultants, budgets and contracts
- Minimum five years progressively responsible work experience including planning, marketing, communications, public relations, and media which has provided the individual with the knowledge, skills, and abilities listed below:

#### *Knowledge, Skills, and Abilities*

- Understanding of modern print and online communications and the ways people get and use information in today’s world
- Experience with design, layout, and production of effective and engaging outreach materials, annual reports, websites, social media sites and other organizational publications
- Demonstrated competency and experience with developing written and social media content
- Excellent writing skills for producing approachable, informative, and authentic messages and communication materials
- Excellent verbal communication skills, including an enthusiasm for listening to others and cultivating stories from a place of understanding and empathy
- Ability to provide leadership and guidance concerning storytelling, branding, public relations, and campaign development
- Ability to break down complex issues into easy-to-understand language and relatable stories that engage and motivate diverse communities

- Ability to identify target populations and create appropriate outreach and engagement materials
- Ability to assist in annual creation of marketing and communication's budget and adhere to budget perimeters, also able to garner donated resources such as in-kind advertising
- Ability to communicate effectively and respectfully with diverse populations, establish and maintain working relationships with individuals from diverse backgrounds, and has demonstrated sensitivity to cross-cultural perspectives and experiences
- Computer literacy including proficiency with Apple and PC platforms, Microsoft Office, Adobe, photo and video-editing platforms, basic html and web management, e-marketing programs and social media management. Experience with design and presentation programs desired
- Excellent organizational and project management skills, including organizing time wisely, prioritizing workloads, and the ability to manage multiple contractors, technical assistance providers, and staff with separate timelines and needs
- Takes initiative in problem-solving; ability to handle situations with creativity and diplomacy, works well both independently as well as part of a team, and commits to a relationship-building approach to interactions both internally and externally
- Excellent customer service skills and experience working with a diverse public in a welcoming, helpful and gracious manner
- Maintaining confidentiality and protecting sensitive information in accordance with organizational standards
- Ability to work the hours required for this position, being both punctual and reliable
- Possess a current valid California driver's license and auto insurance to assure independent mobility

### **Preferred Qualifications**

- Experience with video, photography and editing and desktop design programs
- Experience with content management systems for websites and social media as well as related analytics tools
- Knowledge of the underlying principles of the use of media advocacy to promote collaboration and resident involvement
- Proven competence in working with Black, Native American, Latino, Asian and/or Hmong and Lao communities and the principles of racial equity and justice
- Bilingual proficiency of one more languages spoken in our four county region

### **Physical & Mental Requirements of Job**

Work is primarily performed in office settings. Current safety protocols related to the COVID-19 pandemic require most work be performed off-site at employees' home locations. If this remote work is not possible for the employee, accommodations made be considered to allow for work to be performed in an HAF office location. Hand-eye coordination and fine motor skills are necessary to operate computers and various types of office machinery. All of the job functions listed above involve, to a greater or lesser degree, the following physical demands: close vision, clear speech and lifting of up to 15 pounds.

*Humboldt Area Foundation is an equal opportunity employer and makes employment decisions on the basis of merit and without regard to race, religion, creed, color, age, sex, sexual orientation, gender identity, genetic information, national origin, religion, marital status, medical condition, disability, military service, pregnancy, childbirth and*

*related medical conditions, or any other classification protected by federal, state, or local laws or ordinances. Applications submitted for this position do not constitute a promise of employment.*

*Humboldt Area Foundation (HAF) and our affiliates are committed to diversity throughout our programs, environment, and workforce. It is our mission to “promote and encourage generosity, leadership, and inclusion to strengthen our communities” and our belief that taking active and intentional steps to ensure equal employment opportunity and create a working environment that is welcoming to all will foster diversity and promote excellence in our work. To effectively serve a growing diverse population we endeavor to hire and retain staff who are sensitive to and knowledgeable of the needs of the continually changing communities we serve.*

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Employee’s Signature

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Supervisor’s Signature

Date:\_\_\_\_\_

Date:\_\_\_\_\_