



Location: Bayside, CA  
 Reports to: Chief of Staff  
 Team: 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  
 Compensation: \$64,454-80,568 depending on experience, plus health benefits, retirement benefits, paid holidays and sick time  
**Application Deadline: This position will remain open until filled, but priority consideration will be given to those who apply by 5pm on November 20, 2020**

### 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.

## **About the Opportunity**

If you are a dynamic and multitalented generalist Marketing and Communications Director, Humboldt Area Foundation, Wild Rivers Community Foundation, and affiliates need you! In this position, you will have purview over all aspects of the organizations' marketing, communications, and brand identity efforts. You will join the team at a moment ripe for a fresh look at the organizations' brand, along with their marketing and communications channels. As a Director, you will collaborate closely and enthusiastically within the leadership team to unify, cross-promote, and harmonize our initiatives and affiliate identities.

The Marketing and Communications Director will develop and oversee powerful, clear, and inspiring strategies to express and amplify the Foundation's efforts, impact, and vision. Twin goals for this position are 1) to create and foster thought leadership on national, regional, and local issues that impact our region and the communities we serve, and 2) to drive opportunities for public engagement, event and conference participation, and audience building locally and nationally.

In this role, you will execute the marketing and communications strategy through multiple means including traditional media, graphic identity, social media, presentations and publications, storytelling, and more. Employing internal and external resources, as Marketing and Communications Director you will design persuasive and creative campaigns and materials that promote generosity and amplify giving.

### ***Marketing, Identity, and Publications***

In active collaboration with staff to understand needs, audiences, opportunities, and priorities, you will create and implement marketing strategies that effectively promote and harmonize our brands, programs, identity, culture, and values. One of your priority projects will be to lead creative branding efforts, overseeing improvement of and consistency with brand identity and related materials.

We welcome innovative approaches to marketing and storytelling. As Marketing and Communications Director, you will create advertising for the Foundation and its activities that engage audiences in our work. You will manage budgets and timelines for consultants and partners to assist with and amplify our marketing and communications agenda. Included in this work is to create tools and systems to define and measure marketing impact, and generate new strategic opportunities.

As Marketing and Communications Director, you will be responsible for the production of the Foundation's publications and other branded collateral. Meanwhile, you will oversee graphic and photo assets for regular use and access by the organization and partners.

### ***Communications, Media Relations, and Public Affairs***

As a jack-of-all-trades communications professional, you will work closely with teams to generate positive and effective communications strategies for the organization and our programs, driving opportunities for public engagement, event and conference participation, and helping to generate local and national audiences and interest. An important component of this work is to promote thought leadership opportunities through convenings and publications.

You will act as spokesperson for the Foundation in collaboration with the CEO and Board of Directors, including attending and supporting Foundation events. You will also have the opportunity to provide research, talking points, and public outreach to the emerging public policy agenda.

Related, you will work to translate impact into media interest. As Marketing and Communications Director, you will generate publicity by proactively developing and maintaining strong media relations with journalists and others, responding to media inquiries, actively authoring and promoting stories, and conducting local and national outreach. This includes active participation in developing the Foundation's external communications strategy around racial equity and help fulfill and convey our commitments.

Part of this role is to monitor the response to external communications to ensure safety of communities and brand resiliency, while also measuring and analyzing communication methods and audience impact.

### ***Website and Social Media***

In this position, you will have the opportunity to significantly enhance the Foundation's website and related multimedia tools, managing external teams to improve the overall user experience. This includes the opportunity to enhance online donation tools to promote online giving; create and manage online donor campaigns in collaboration with the Director of Donor Engagement; and manage databases and lists to facilitate email messaging and broadcast outreach.

Social media is a critical component of our brand strategy. As Director, you will devise and deliver online marketing and communications campaigns and day-to-day social media engagement, monitoring social media for changing conditions including partner activity and reposts as well as negative posts. You will also work closely with other organization leaders and board members to support their social media messaging and platforms.

### ***Team, Organizational, and Administrative***

Foundational to the success of this role is the ability to be an effective partner and team member within multiple organizational structures including the Leadership Team and the Executive, Culture, and Public Policy Office. In close and enthusiastic collaboration with internal and external colleagues, you will continually seek ways to leverage their stories, ideas, and skills for greater impact. Meanwhile, you will supervise and mentor direct reports, organization-wide support staff, volunteers, and interns.

Support to internal colleagues includes partnering across the organization to deliver effective promotional activities, sponsorships, and partnerships, as well as supporting and coaching staff and board to become brand ambassadors, empowering their success with appropriate marketing and communications tools.

As Director, you will create, implement, and track an annual marketing and communications plan, reporting regularly on progress and impact. A key aspect of the work is participation in implementing racial equity efforts and commitments to ensure alignment in all of our marketing and communications efforts.

### **Ideal Candidate**

You are a skilled collaborator and enjoy active participation with staff and board members, and proactively generate input and learning from the community. You are highly effective at annual planning, budgeting and resource management, and in the use of technology tools such as website design and analytics, CRM systems, and collaboration platforms. Crucially, you are dedicated to our organization's racial equity commitments, and play a key role in helping the organization live into and communicate these core values. You have a strong ethic of servant-leadership, mentorship, and adaptability.

You have broad marketing and communication skills, and enjoy having a variety of projects and workstreams to put those skills to work. This includes an understanding of modern print and online communications and the ways people get and use information in today's world; experience with design and production of effective and engaging print materials, websites, and social media.

You take pride in your excellent writing skills that produce approachable, informative, and authentic messages for a wide range of platforms. Equally strong are your excellent verbal communication skills, including an enthusiasm for listening to others and cultivating stories with understanding and empathy.

Your strength is providing leadership to storytelling, branding, public relations, and campaign development. Related, you have an ability to break down complex issues into easy-to-understand language and relatable stories that engage and motivate diverse communities. You understand the critical importance of attention to audience, identifying target populations to create appropriate outreach and engagement materials. Preferred but not required is knowledge of principles of the effective use of media advocacy.

Meanwhile, you have a track record of communicating effectively and respectfully with diverse populations, and establishing and maintaining working relationships with individuals from diverse backgrounds. You are known for a demonstrated sensitivity to cross-cultural perspectives and experiences. You have excellent customer service skills and experience working with a diverse public in a welcoming, helpful and gracious manner, while maintaining confidentiality and protecting sensitive information in accordance with organizational standards.

As a marketing and communications professional, you have strong organizational and project management skills, including the ability to manage multiple contractors and staff with separate timelines and needs. Meanwhile, you are talented at taking initiative in problem-solving, handling situations with creativity and diplomacy. As someone who works well both independently as well as part of a team, you are committed to a relationship-building approach to interactions both internally and externally.

Your computer literacy is a given, including proficiency with Apple and PC platforms, Microsoft Office, Adobe Creative Suite, and other design and presentation programs, e-marketing programs, and social media management tools. Basic understanding of photo and video-editing platforms, along with basic HTML and web management skills, are required. Preferred skills include proficiency in producing materials using video, photography, editing, and desktop design programs, along with experience using content management systems to publish web content and social media. Also preferred but not required is experience using web and social media analytics tools.

A truly outstanding candidate has proven competence in working with Black, Native American, Latinx, Hmong, Lao, and/or other Asian communities, and with the principles of racial equity and justice. Bilingual proficiency of one or more languages spoken in our four-county region is a strong plus.

### **Key Qualifications**

A successful candidate is expected to have a Bachelor's degree in Communications, Journalism, Public Relations or related field. To be considered, candidates must have five years of progressively responsible work experience including planning, marketing, communications, public relations, and media, leading to the knowledge, skills, and abilities as described above. Finally, candidates must have experience supervising and mentoring staff and partners, as well as experience managing consultants, budgets, and contracts.

### **Application Procedure**

Please email the following two (2) documents as well as your salary requirements in Word or PDF format to [jobs@hafoundation.org](mailto:jobs@hafoundation.org):

1. Resume
2. A cover letter

We evaluate applicants based on how well they match the qualifications listed, so please use your cover letter as an opportunity to explain and expand upon your skills and experience in these areas. Please also note, that we do not consider references until the final stages of our hiring process and that they are not required in the information that you submit in your initial application. For more information about Humboldt Area Foundation, visit [www.hafoundation.org](http://www.hafoundation.org).

*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.*