



COMMUNICATIONS DIRECTOR

Are you ready to work in a dynamic, fun, innovative Foundation committed to social change? Are you willing to be on the cutting edge of a new model for philanthropy, advocacy, and community engagement? Are you looking to dig deeper, have an impact, be inspired and inspire others? Then consider this opportunity the right one for you!

ABOUT THE LATINO COMMUNITY FOUNDATION

LATINOS ARE A FORCE. The mission of the Latino Community Foundation (LCF) is to unleash the power of Latinos in California. We are the only statewide foundation solely focused on investing in Latino leaders.

We fulfill our mission by building a movement of civically engaged philanthropists, investing in Latino-led organizations, and increasing civic and political participation of Latinos in California. Our work is driven by our core values. Among them is trust that community leaders who are closest to the issues are best suited to lead the necessary solutions for lasting change. We lead from a place of strength and put love, culture, and people at the center of our work.

We are at a pivotal stage of growth. Today, LCF leads the largest network of Latino philanthropists in the country and has established the first-ever Latino NonProfit Accelerator. We leverage our unique role as a grantmaker, convener, and advocate to activate a network of changemakers committed to increasing civic engagement and economic mobility for Latino youth and families. Please visit www.latinocf.org to learn more.

ABOUT THE POSITION

The Latino Community Foundation (LCF) is seeking a strategic Communications Director with a deep understanding and passionate determination to positively impact the issues affecting the Latino community.

The Communications Director will develop, guide, and execute a world class, strategic plan for all communications, website, and public relations messages and collateral to consistently and effectively articulate and advance LCF's mission. The Director will ensure LCF is viewed as a primary source, disseminator, and conduit of information on Latino issues for key decision-makers, stakeholders, and LCF's diverse network and constituent base. The successful candidate will direct and execute public relations activities to advance our mission, and amplify LCF's role and its leadership as influencers and thought-leaders. The Communications Director will also lead efforts to promote, enhance, and strengthen LCF's reputational capital and brand.

The Communications Director will report directly to the CEO and serve as an integral member of the senior management team. LCF is a fast-paced work environment with high expectations for excellence and integrity. We encourage individuals who are highly entrepreneurial, driven by a sense of justice, and lead by lifting others to apply.

ESSENTIAL RESPONSIBILITIES

Communications Strategy, Vision and Leadership

- Create and execute an integrated strategic communications plan to advance LCF's mission, brand identity, and increase the visibility of its programs across key stakeholder audiences.
- Develop and lead marketing and public relations strategy that will allow LCF's leadership to cultivate and enhance meaningful relationships with targeted, high-level external audiences, including the media and key policy makers.
- Build and maintain relationships with media on behalf of LCF.

COMMUNICATIONS OPERATIONS

- Oversee development of LCF's print communications including the annual report, marketing collateral materials for programs and events; manage relationships with associated vendors.
- Develop and oversee an online communications strategy that will tightly align with broader communications strategy—and leverage and maximize LCF's website and social media presence and influence.
- Prioritize timely media placements for LCF's signature event, reports, initiatives, and campaigns.
- Create content (including email blasts, guest blogs, press releases, presentations, talking points, etc.) that engages and inspires our key audiences and post fresh content regularly to our website and email lists.
- Work with Associate Designer to create dynamic print and online content and manage the development, distribution and maintenance of all print and electronic collateral including, but not limited to annual report, e-newsletters, fact sheets, and LCF's website.
- Track and measure the level of engagement with key audiences over time.
- Manage development, distribution, and maintenance of all print and electronic collateral including, but not limited to annual report, e-newsletters, fact sheets, and LCF's website.
- Work with leadership team to plan and execute annual meetings that engage the network's discreet audiences.
- Work with CEO to prepare talking points, speeches, presentations, and other supporting material for external events and internal meetings to facilitate consistent messaging and branding.

TEAM DEVELOPMENT/MANAGEMENT

- Recruit and manage a Communications Fellow to support the development and execution of the communications strategy.
- Promote a culture of high performance and continuous improvement that values strategic communications, learning, and a commitment to quality.
- Mentor and build on staff's ability to use communications as a tool to advance LCF's mission and brand.

PREFERRED QUALIFICATIONS, SKILLS, AND ATTRIBUTES

This is an outstanding opportunity for a highly motivated professional to assume a pivotal role in the evolution of a fast-growing, highly respected organization. LCF is seeking an accomplished and driven Communications Director who has at least 10 years of communications experience in a senior management role either in-house or with an agency. This will include a minimum of five years experience in planning, writing, editing, and production of newsletters, press releases, annual reports, marketing literature, and other print publications and directories. Bachelor or advanced degree in journalism, communications, or related field is preferred.

Specific qualifications include:

- Excellent strategic communications skills; thoughtful and active listener, innovative strategist, creative writer and meticulous editor who communicates with clarity and brevity. Ability to persuade and influence is a must.
- Innovative thinker, with a track record for translating strategic thinking into action. Ability to take an idea and run with it, from start to finish and back to reflection.
- Demonstrated skill and comfort in proactively building relationships with top tier reporters and editors, and in successfully positioning subject matter with the media to achieve high-impact placements.
- Superior management and leadership skills with the ability to serve as a unifying force and deepen LCF's strategic and tactical communications. Stature, gravitas, and confidence to gain the credibility and respect of LCF's partners, donors, and Board of Directors.
- Creative and thoughtful on how new media technologies can be utilized to maximize impact.
- Solid command of major policy issues that affect California's Latino community.
- Action oriented; enjoys working hard and looks for challenges; able to act and react as necessary, even if limited information is available.
- Exceptional communicator; astute listener that can pick up subtle cues that others may miss; effective and clear in the verbal and written communication; diplomatic, firm, gentle, and assertive when needed to accomplish the goal.
- Excellent judgment and creative problem-solving skills, including negotiation and conflict resolution skills.
- Energetic, fun, flexible, collaborative, and proactive leader who anticipates future needs and has the will to get the job done; a team leader who can positively and productively impact the organization and help us make history.
- Visionary, passionate, and optimistic leader who is driven by a sense of justice and a passion for LCF's mission.
- Spanish language fluency is a plus but not required.

OTHER ATTRIBUTES THAT ARE HIGHLY VALUED:

- Known for integrity. Always chooses to make the right decision versus the easy decision. Discerns what information is sensitive, and will protect it accordingly. Takes reputation very seriously.
- Has a positive, rolls-up-sleeves mindset and is willing to take on work based on what needs to be done.
- Detail oriented and contentious. Cringes at typos, and immediately identifies a formatting error. Obsesses about the details (in a healthy way) without losing sight of the big picture.

Overall, the candidate will be an energetic, fun, flexible, collaborative, and proactive leader who can positively and productively impact the organization.

TO APPLY

Interested applicants should send a resume and cover letter to Amber Gonzales-Vargas at agonzales@latinocf.org. Applications will be reviewed beginning February 4th.

LCF is proud to be an Equal Opportunity Employer. Employment with LCF is based solely on qualifications and competence for a particular position, without regard to race, color, ethnic or national origin, age, religion, creed, gender, sexual orientation, disability, or marital, military. We strongly encourage people of diverse backgrounds to apply.