



Senior Communications Director

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 philanthropic leaders, 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 to drive lasting change. We also committed to leading from a place of strength—highlighting the assets and diverse contributions of Latinos in California.

We are at a pivotal stage of growth. Today, LCF leads the largest network of civically engaged Latino philanthropists in the country and has established the first-ever Latino Nonprofit Accelerator. LCF is leveraging its 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 for more information.

ABOUT THE POSITION:

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

The Senior Communication Director will develop, guide, and execute a strategic plan for all communications, website, and public relations messages to consistently and effectively articulate and advance LCF's mission. They will ensure LCF is trusted as a respected source, disseminator, and conduit of information on Latino issues for key decision-makers, stakeholders, and LCF's diverse network and constituent base. They will lead and execute public relations activities to advance LCF's mission. The Senior Communication Director will also lead efforts to promote, enhance, and strengthen LCF's reputational capital and brand. They 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.
- Create marketing/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 influencers. Build and maintain relationships with media on behalf of LCF.
- Work with leadership team and staff to define and execute appropriate strategies for internal and external communications.

Communications Operations

- Oversee development of LCF's print communications including the annual report, marketing collateral materials, and online communications including LCF's website and social media; manage relationships with associated vendors.
- Exercise judgment to prioritize media opportunities, and prepare talking points, speeches, presentations, and other supporting material as needed.

- Actively engage, cultivate and manage press relationships to ensure coverage of LCF's programs, special events, public announcements, and other projects.
- Work with Visual Communications Director to coordinate webpage maintenance—ensure that new and consistent information (article links, stories, and events) is posted regularly.
- Track and measure the level of engagement with key audiences over time.
- Coordinate and organize annual meetings that engage LCF's discreet audiences.

Team Development/Management

- Promote a culture of high performance and continuous improvement that values learning and a commitment to quality.
- Mentor and develop staff using a supportive and collaborative approach on a consistent basis.

Preferred Skills and Qualifications

LCF is seeking an accomplished and driven Senior 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 of experience in planning, writing, editing, and production of newsletters, press releases, annual reports, marketing literature, and other print publications and directories. Bachelor's degree in journalism, communications, or related field is required, an advanced degree is preferred.

Specific qualifications include:

- Innovative thinker, with a track record for translating strategic thinking into action.
- 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.
- Strong ability to take knowledge and transform it into exciting and practical messages and disseminate it to the right audiences through the best distribution channels.
- Creative and thoughtful on how social and new media technologies can be utilized.
- Superior management skills; ability to influence and engage direct and indirect reports and peers.
- Stature, gravitas, and confidence to gain the credibility and respect of LCF's partners, donors, Board of Directors.
- Relationship builder with the flexibility and finesse to "manage by influence."
- Mature leader with the ability to serve as a unifying force and can position communication discussions at both the strategic and tactical levels.
- Energetic, fun, flexible, collaborative, and proactive; a team leader who can positively and productively impact the organization.
- Determined leader with the courage, vision, and will to get the job done.
- Passion for LCF's mission is a must!

Other attributes that are highly valued:

- You are known for your integrity. You always choose to make the right decision versus the easy decision. You know what information is sensitive, and you will protect it accordingly. You take your reputation very seriously.
- You have a positive, rolls-up-your-sleeves mindset and are willing to take on work based on what needs to be done.
- You are detail oriented and contentious. You cringe at typos, and you are the first to identify a formatting error. You obsess about the details (in a healthy way).

Compensation

LCF is prepared to offer an attractive compensation package, including a competitive base salary as well as health, 401(k), and vacation benefits.

TO APPLY

Interested applicants should send a resume and cover letter to Katia Ramos at kramos@latinocf.org no later than **January 15, 2021**.

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, marital or military status. We strongly encourage people of diverse backgrounds to apply.