

## POSITION DESCRIPTION

**Position Title:** Vice President, Strategic Communications  
**Classification:** Exempt  
**Reports to:** President

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### I. Position Summary

The Community Foundation for Northeast Florida, Inc. is a nonprofit service organization serving donors and their charitable or philanthropic causes by providing expert assistance in developing unique ideas, approaches and strategies for giving. All staff members are expected to have an understanding of and commitment to the Foundation's goals and mission; maintain a professional attitude; possess the ability to establish and maintain positive working relationships with others; and be committed to serving the community with passion, integrity and energy!

The Vice President, Strategic Communications is responsible for ensuring that the Foundation communicates effectively with its many constituencies, including fundholders, prospective donors, nonprofit leaders, news media, professional advisors, and influential business and civic leaders. The Vice President will provide leadership and oversight for the Foundation's communications systems and activities. He/she will manage resources to increase the Foundation's visibility and the public's understanding of the Foundation's work.

The Vice President, Strategic Communications plays a leadership role in the organization by working closely with the President and executive team to develop and communicate products, services and initiatives that: 1) help philanthropists gain knowledge about community needs and deepen their understanding of how strategic philanthropy can make a difference; 2) help philanthropists nurture innovative practices and invest in the most promising models for lasting change; 3) increase Northeast Florida's philanthropic capital by inspiring new giving and making it easy to give more effectively, and 4) inspire individuals to take action that advances the agenda of the Foundation.

The Vice President, Strategic Communications is a member of the executive team and reports directly to the President.

### II. Detailed Responsibilities

*Listed below are major duties and responsibilities of this position. It is not designed or intended to cover or contain a comprehensive listing of the activities, duties, or responsibilities of the employee.*

**General:**

- Develop, execute, monitor and analyze the results of a strategic communications program that uses owned, earned and paid media to amplify the Foundation's mission

- Partner with leadership and staff to recognize internal and external communication opportunities and solutions, and define and execute appropriate strategies to support them
- Support key initiatives of the Foundation, and work with leadership to ensure alignment of marketing and communications with development strategies
- Counsel staff and Trustees regarding communications issues and best practices
- Lead the Foundation's communications efforts in time of crisis

#### ***Specific Responsibilities:***

- Organize and manage a combination of internal staff and external resources to deliver a robust array of high-quality communications products.
- Plan and deliver annual reports, newsletters (print & electronic), website content and collateral materials with a consistent brand message, and manage vendors as appropriate
- Oversee TCF social media outreach to create visibility for initiatives, grant opportunities etc. (Facebook, Twitter and You Tube)
- Support the Foundation's collective giving initiatives (WGA, LGBT Community Fund, Beaches Community Fund, A.L. Lewis Black Impact & Opportunity Fund) using electronic newsletters, public relations, social media and selected content on TCF-owned websites.
- Assist donors/grantees to ensure positive and correct messaging regarding the relationship between TCF grantmaking and the nonprofit organization
- Suggest and/or respond to opportunities to showcase the Foundation, its donors and initiatives in award competitions
- Develop and implement an annual marketing plan and budget to include print, radio and digital media, and sponsorships where appropriate.
- Develop and maintain relationships with local news reporters to not only ensure effective dissemination of relevant news items but also to be a 'first call' for them on the subject of philanthropy.
- Advise, and where appropriate, assist staff with multimedia resources for presentations
- Monitor and document media mentions – electronic and/or hard copy
- Develop, oversee and maintain best practice communications procedures

#### ***Donor/Grantee Communications***

- Write/review regular donor and grantee communication template items (gift letters, grantee guidelines, statement stuffers, etc.)
- Develop and update marketing sheets
- Support communications requests from TCF initiatives (e.g. giving circles) to inform their constituents and encourage potential donors

#### ***Community Foundation Field***

- Share Foundation accomplishments with relevant audiences within and aligned with the community foundation field.
- Participate in professional peer/user group(s) to leverage knowledge in the field
- Keep informed of all marketing tools and resources available to CF field
- Participate in activities that enhance the Foundation's operations and service and, in general, advance the field of philanthropy.

#### ***Executive Team Expectations***

- Serve as an effective member of the Foundation's executive team to oversee and coordinate departmental and organizational policy development and implementation.
- Strengthen inter-departmental communications that help to achieve the Foundation's long-

term strategic plans

- Attend Program & Initiatives Committee and Development Team meetings as needed to collect and develop narratives that convey the work of the Foundation
- Partner with executive team staff to prepare various presentations and reports for the board and past trustees including the State of the Foundation report and the quarterly dashboard
- Attend all Board of Trustees meetings
- Represent TCF at community events and functions including making presentations as requested

#### ***Information Technology***

- Manage website content and updates for TCF and WGA and other web presences as required
- Update all online information – for example, Candid and Charity Navigator
- Monitor and report on website usage using Google Analytics to monitor success of the website and use data as a basis to make improvements
- Maintain archive files

#### ***Inter-departmental Links***

- Serves as a member of the Foundation's executive team to oversee and coordinate departmental and organizational policy development and implementation. Works to strengthen inter-departmental communications to help achieve the Foundation's long-term strategic plans.
- Provides departmental and other Foundation staff with an understanding of the specific role the Communications department has towards helping to achieve the Foundation's vision and mission.
- Supports the integration of functional areas including Development, Donor Services, Finance and as well as the Office of the President.
- Ability to interact respectfully with people of diverse backgrounds, perspectives and cultures

### **III. Qualifications**

#### **Education and experience**

- Bachelor's degree from an accredited university with major in marketing, communications, public relations, journalism or related field
- Minimum of eight (8) years of experience in communications and marketing, preferably in a management or leadership position.
- Experience writing for and producing high-quality publications, including annual reports and printed newsletters
- Proficient with major Microsoft Office applications (Word, Powerpoint, Excel, Teams)
- Familiarity/experience with communications project management tools (Teams, Asana, Monday, etc.)
- Ability to update website and manage web presence using CMS (content management system); Wordpress preferred
- Working knowledge of print publishing to oversee quality production
- Excellent written and oral communication skills. Oral communication skills include strong public speaking ability, the capability to communicate clearly, diplomatically and persuasively, and to facilitate meetings. Writing skills must include ability to prepare written communications, expositive and/or persuasive memos, and other written materials of the highest professional quality.

- Strong supervisory, planning and strategy development experience and skills
- A valid Florida driver's license and access to a car, as local and some out of town travel is required.

***The Community Foundation maintains a policy of nondiscrimination in all conditions of employment, and commits itself to providing equal employment opportunities to all employees and applicants for employment regardless of race, color, religion, sex, age, disability, handicap, veteran status, marital status, national origin, sexual orientation, gender identity or expression, and any other status protected by law.***