
EAST BAY COMMUNITY FOUNDATION

Position Announcement

Sr. Communications Officer, East Bay Community Foundation

Location: Oakland, California
Status: Full-Time, Exempt
Reports to: VP Communications

About East Bay Community Foundation:

Founded in 1928, the East Bay Community Foundation (EBCF) mobilizes financial assets and community leadership to transform the lives of people in the East Bay. This means bringing together the financial resources and leadership capabilities of fund holders with those of government, business, private foundations, and community and nonprofit service providers in coordinated grantmaking efforts to positively affect social change. EBCF is committed to advancing a just East Bay, where all members of our community are treated fairly resulting in equitable opportunity and outcomes. In 2017, in partnership with our donors, EBCF granted more than \$46 million to local nonprofit organizations and had charitable assets under management of \$450 million.

The Foundation plays a key role in identifying and solving challenges facing people in the East Bay to ensure that all communities across Contra Costa and Alameda Counties can thrive. To meet today's social and economic challenges, in partnership with our donors, we are working toward a vision of an inclusive, fair, and just East Bay, where equitable outcomes are made possible by investing in leaders, organizations, and movements to create social, political, and economic opportunity. From donor-backed investments in nonprofit organizations to advocating and engaging in civic and social matters affecting regional policies, the East Bay Community Foundation is committed to ensuring that the East Bay is inclusive, fair, and just – for everyone. Learn more about the East Bay Community Foundation at ebcf.org.

About the Position:

The Sr. Communications Officer will collaborate with a team of stakeholders to develop strategies, experiences, and materials that achieve communications and brand visibility objectives. Reporting to the Vice President of Communications, this position will partner with Foundation staff to advance institutional, fundraising and programmatic objectives. As the linchpin of the communications team, this position will help build brand equity and strengthen EBCF's reputation through increased visibility and stronger stakeholder engagement. The Sr. Officer will serve as lead strategist on programmatic, civic engagement and policy advocacy initiatives; overseeing all day-to-day communications activity. The ideal candidate will be a systems-change thinker, with deep appreciation for the power of marketing and communications to drive social and behavioral change.

Principal Duties and Responsibilities

The Communications Department works in a flexible, team-oriented manner. While the responsibilities listed herein will be within the purview of the Sr. Communications Officer, most projects are accomplished with multiple communications staff involvement. Given the range of strategies and tactics that we aim to employ, effective management of this work will require a comprehensive understanding of a broad range of practices, including communications strategy, media relations, social media, video production, design, and other multimedia tools and platforms.

- Direct brand building work and demonstrate sound judgment and understanding of strategic positioning in the development of overarching brand narratives
- Develop strategies that build the EBCF brand through regular institutional, and targeted communications
- Uncover and bring to life, compelling stories that illustrate the vibrancy of the communities in the region
- Work with external creative partners to transform community data into compelling storytelling
- Lead the creation of relevant, high impact materials across multiple media touch points
- Cultivate & execute opportunities for stronger audience engagement via social media channels
- Ensure messaging is consistent across all outward facing touch points



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Stakeholder Engagement:

- Partner with Donor Services, Development and CIP (Program) teams to plan and execute communications activities
- Assist in development of strategies for events, program convenings and experiential marketing opportunities

Project Management:

- Exceptional organizational skills and ability to ensure projects are on-time, on budget and high-quality
- Demonstrated ability to manage expectations and communications across a variety of stakeholders, including external agencies, consultants and others
- Ability to move projects along quickly and be highly responsive to internal needs
- Maintain up-to-date paper and electronic files on all communications activities

Digital Communications:

The Sr. CO will work with the Digital Marketing Manager to:

- Populate paid and social media channels with timely, relevant, and sponsored content
- Develop strategies to deliver on visibility and issues-based campaign objectives
- Lead efforts to maintain strong digital performance metrics to track and optimize
- Assist with strategy, redesign and implementation of new website
- Maintain web metrics and spearhead reporting via Google Analytics

Valued Qualities and Attributes:

- Demonstrated interest in the Foundation's mission and approach to community transformation
- Passionate about issues of equity and social justice with positive attitude and sense of humor
- Personal commitment to the ideals of community, service to others, inclusion, and justice
- Strong integrity, good judgment and a commitment to professional excellence
- Ability to self-manage and work both independently and collaboratively
- A high degree of initiative, measured resolve, and flexibility
- Solid teamwork and collaboration skills

Skills and Competencies:

- Strong writing and editing skills, including ability communicate complex concepts clearly and succinctly
- Minimum of 7 years strategic communications experience in a creative, philanthropic, or nonprofit org.
- Proficiency with MS Office, CMS (Word Press), E-mail Marketing Platforms
- Demonstrable tact in correspondence; both spoken and written. Engaging phone manner.
- Experience developing relationships and working with members of the media
- Four (4) year degree in Journalism, Design, Communications, Marketing or equivalent

Application Instructions:

To apply, please send a cover letter, resume, three (3) writing samples or relevant portfolio, three (3) professional references, and salary history to jobs@eastbaycf.org. The East Bay Community Foundation receives many applications for open positions. Unfortunately, we are unable to respond to all who apply. Only applicants that meet specific requirements as outlined in the minimum qualifications section of the job description will be contacted. No phone calls, please.

Compensation: This position offers competitive compensation and excellent benefits, in line with the field of philanthropy.

The East Bay Community Foundation does not discriminate in employment opportunities or practices on the basis of race, ethnicity, religion, national origin, age, sex, sexual orientation, marital status, disability, or any other characteristic protected by law and is an employment-at-will company. EBCF is an equal-opportunity employer. People of diverse backgrounds are strongly encouraged to apply.

