

East Bay Community Foundation
Vice President, Marketing & Communications

Oakland, CA

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About the East Bay Community Foundation (EBCF)

The East Bay Community Foundation is helping build a community that is worthy of the people who call this amazing place home.

Founded in 1928, EBCF is one of the nation's oldest community foundations, serving people across Alameda and Contra Costa counties. The Foundation partners with donors, fundholders, social movements, and the wider community to eliminate structural barriers, advance racial equity, and transform political, social, and economic outcomes for all East Bay residents. Over the past several years, the Foundation has sought new ways to partner with donors, social movements, and the East Bay community. In addition to its grantmaking, EBCF engages in lobbying and advocacy to promote public policy to advance racial justice. They work closely with their donors as partners and leaders in this journey.

In these times and as the Foundation has embraced its commitment to racial justice, EBCF is becoming more than just a philanthropic services organization. In order to meet its bold goals and vision, EBCF is pursuing a community foundation model that looks at new ways to educate, engage, and organize its donors and the broader community.

EBCF has also committed to aligning the Foundation's financial assets with its mission through impact investing, collaborating with a diverse team of financial managers, and supporting community-based financial institutions.

In the spring of 2019, [EBCF announced its new mission and vision for an inclusive, fair, and just East Bay](#), which was the culmination of years of work, listening, and learning from its community partners. A Just East Bay centers around four strategies:

- 1. Community organizing, power building, and movement building**

In the fall of 2019, EBCF [announced the Foundation's first ever round of grants](#) to support power building. These efforts are led by and rooted in BIPOC communities in the East Bay exercising their collective power for transformational change.

- 2. Fostering inclusive economic models**

EBCF makes grants to increase the breadth and impact of community-led initiatives like its [Inclusive Economy Initiative](#).

3. Capacity building with racial equity lens

This includes increasing the impact of their groundbreaking initiatives like [ASCEND: BLO](#), which supports Black-led organizations.

4. Arts and cultural strategies for social and racial justice

This includes support for [Belonging in Oakland: A Just City Cultural Fund](#), and its [East Bay Fund for Artists](#).

With offices located in downtown Oakland and Walnut Creek, EBCF's 40+ staff members enjoy the privilege of working at one of the [Boldest Community Foundations](#) in the country, as awarded in 2019 by Inside Philanthropy.

This is an exciting time to be at the East Bay Community Foundation, where they are working to achieve the dream of a Just East Bay.

For more information on the East Bay Community Foundation, please visit their [website](#).

The Opportunity

Reporting to the President and CEO, the Vice President, Marketing & Communications (“VP of Marketing & Communications”) has the distinct opportunity to increase the Foundation’s visibility across the region by telling the story of the Foundation’s bold approach to philanthropy. The VP of Marketing and Communications will guide the Foundation in establishing a cohesive narrative and brand. This role leads EBCF’s marketing and communications program to support institutional initiatives by positioning EBCF with various target audiences and promoting its equity-focused mission. The VP of Marketing and Communications is responsible for planning, integration, and collaborations related to EBCF’s marketing and communications strategy. The VP of Marketing & Communications serves as a member of the Senior Leadership Team who together oversee finance, development, programs, and the implementation of organizational strategies and plans.

Drawing on the work of EBCF and the strength of its reputation, the VP of Marketing and Communications is responsible for advancing and communicating EBCF’s brand, programs and offerings, and positioning the organization as a leading partner to donor, organizations, grantees, and decision makers working to advance racial justice and equity in the East Bay.

The VP of Marketing & Communications works with the President and CEO and Senior Leadership Team to develop strategies and implement initiatives to carry out the mission and vision and position EBCF and its mission as relevant, efficient, and worthy of philanthropic support and collaboration.

Key responsibilities of the next Vice President, Marketing & Communications include:

- Developing and implementing an integrated marketing and communications strategy that helps its audiences understand EBCF values as an effective community foundation;
- Providing strategic leadership and planning for marketing and communications initiatives related to EBCF programs to achieve its mission and goals;
- Collaborating with EBCF leaders/donors to accomplish marketing and communications goals; aligning with the President and CEO and Senior Leadership Team to coordinate communications strategies and activities, and to ensure that messaging is consistent all across constituents, including partner organizations and media;
- Working closely with the VP of Development to advance a culture of philanthropy that positions EBCF as a leading community force worthy of investment and support;
- Identifying different audience needs to ensure relevant communications about and engagement with EBCF, and communicate the Foundation's values with diverse audiences;
- Integrating all aspects of EBCF's promotional activity, maximizing opportunities, and ensuring consistency of content, timing, and quality of strategic messaging;
- Guiding appropriate tone and voice to deliver a consistent message across all channels, and ensuring achievement of high quality and editorial standards that reflect the quality and integrity of the Foundation;
- Pursuing innovative approaches to advancing the mission and vision and engaging in external relations with allied and peer institutions;
- Interfacing with the Board of Directors and other key community connections; and
- Supervising the marketing and communications team, including recruitment and selection, performance management, and staff development and training in keeping with EBCF's policies and procedures.

Candidate Profile

The Vice President, Marketing & Communications of the East Bay Community Foundation will possess the following attributes and competencies:

Marketing and Communications Expertise

The VP of Marketing & Communications has a measurable track record of success in previous roles and has demonstrated experience in setting and implementing innovative marketing and communications strategies. The VP of Marketing & Communications is creative and analytical, able to conceptualize and analyze both problems and solutions and identify key metrics that will help EBCF work toward its strategic objectives. The VP of Marketing & Communications brings skills in marketing, public/media relations, editorial sensibility, brand management, and ability as a spokesperson for the Foundation. Experience in philanthropy is a plus, but is not required. The VP of Marketing & Communications is a strong and effective communicator adept at interfacing with a variety of audiences, both internal and external. The VP of Marketing & Communications

has excellent written and verbal communication and presentation skills, and acts with credibility and poise.

Strategic and Innovative Thought Leadership

The VP of Marketing & Communications is a visionary, strategic, and results-oriented leader who can translate business and operations plans into marketing and communications strategies. The VP of Marketing & Communications is both a tactical and creative thinker who effectively and constructively leads EBCF to consider existing and innovative approaches to targeting and engaging audiences, positioning the Foundation's brand, and developing partnerships. The VP of Marketing & Communications sets priorities and executes them, carrying out long-range goals while also seeing to immediate needs; leads teams in a dynamic environment; and enlists the support of the entire organization. A strong problem solver and adaptable learner, the VP of Marketing & Communications has the ability to step into new or challenging situations and immediately add value. The VP of Marketing & Communications is a flexible and mindful individual who is comfortable with and adept at dealing with potentially sensitive or uncertain situations, exercising appropriate judgment and working toward a successful outcome.

Commitment to Racial Equity and Racial Justice

The VP of Marketing & Communications plays a critical role in ensuring all of EBCF's communications reflect the focus and value of pursuing racial equity and racial justice. The VP of Marketing & Communications brings a demonstrated record of success advancing equity initiatives in their previous institutions. This includes the ability to establish a clear and cohesive Marketing and Communications strategy that is grounded in the values of racial equity and racial justice. Finally, the VP of Marketing & Communications brings an innovative and open mindset, and a commitment to equity in their approach.

Relationships and Influence

The VP of Marketing & Communications is a savvy, high-energy leader in communicating with all constituents to successfully convey EBCF's mission. The VP of Marketing & Communications is excited at the opportunity to lead during a time of significant organization change. The VP of Marketing & Communications is a proven collaborator and influencer both internally and externally. The VP of Marketing & Communications builds and sustains relationships at multiple levels with various constituencies including the SLT, the Marketing and Communications staff, employees at large, the Board of Directors, donors, and corporate and community leaders. The VP of Marketing & Communications also is an effective liaison with consultants, managing information and relationships to achieve desired institutional results. The VP of Marketing & Communications assesses, supervises, and mentors staff to establish and achieve common goals in messaging and branding.

Passion for the Mission

The VP of Marketing & Communications has a passion for EBCF's mission and a commitment to the East Bay's diverse communities. The VP of Marketing & Communications will embrace EBCF's

culture, while continually innovating to help expand its brand and reach. The VP of Marketing & Communications is an empathic, charismatic leader who has strong faith in humanity and treats others with respect. The VP of Marketing & Communications is an individual of unquestioned integrity, ethics and values; someone who can be trusted without reservation.

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The East Bay Community Foundation is an equal opportunity employer and strongly encourages applications from people of color, persons with disabilities, women, and LGBTQ+ applicants.

Compensation & Benefits

Salary is competitive and commensurate with experience. The expected salary for this position begins at \$155K.

Contact

Koya Leadership Partners, the executive search firm that specializes in mission-driven search, has been exclusively retained for this engagement. Alex Corvin, Anne McCarthy, and Ally Johnson are leading this search. To express your interest in this role please email EBCF@koyapartners.com or submit your materials [here](#). All inquiries and discussions will be considered strictly confidential.

About Koya Partners

Koya Partners, a part of the Diversified Search Group, is a leading executive search and strategic advising firm dedicated to connecting exceptionally talented people with mission-driven clients. Our founding philosophy—The Right Person in the Right Place Can Change the World—guides our work as we partner with nonprofits & NGOs, institutions of higher education, responsible businesses, and social enterprises in local communities and around the world. For more information about Koya Partners, visit www.koyapartners.com.