

STRATEGIC COMMUNICATIONS DIRECTOR

Reports to: Vice President of Operations

FLSA Status: Exempt

Position Summary:

This position is directly responsible for leading and implementing a comprehensive, strategic communications plan, collaboratively facilitating all internal and external communications and, in consultation with the CEO, holds final approval for all external communications products to ensure brand alignment. The ideal candidate will be a strategic communications professional with strong experience in collaboratively creating effective strategies and managing organizational and initiative communications that achieve targeted goals. We are seeking a colleague who is an excellent writer and communicator. This person will have aligned values, along with the demonstrated ability to establish and maintain trust across a variety of stakeholders in the effective design and execution of communications strategies that utilize a range of media tools.

At Caring for Colorado, we believe social change happens when people with a wide range of backgrounds, experiences, and identities come together with common purpose. We are committed to building a team that is dedicated to improving the health, well-being, and opportunities for Colorado's children and their families.

Essential Duties and Responsibilities:

Strategic Communications

- Manage implementation of a dynamic strategic communications plan to advance Caring for Colorado's mission of building a healthier future for Colorado's children and families.
- Develop tailored communications strategies for our grantmaking initiatives and projects that align with the overall strategic communications plan.
- Support strategic planning and community engagement activities through messaging, community engagement, and listening events and materials.
- Provide communications support for all staff and board, ensure inclusion of communication needs, voice, and audience across our Pueblo- and Denver-based work.
- Identify, and support staff in identifying storytelling opportunities that advance foundation mission, promote the work of grantees, and educate community on issues related to our strategic priorities.
- Center equity in all efforts by ensuring language, accessibility, and values further the Foundation's intentions to engage, align, and serve as an ally to all communities.
- Oversee Caring for Colorado's brand identity, brand assets, and messaging to ensure consistency.
- Provide communication and marketing support to foundation fundraising activities.
- Select, direct and manage consultants who are hired to enhance foundation communication or marketing activities, including technology vendors associate with communications.

- Keep the organization's crisis communication plan current and manage implementation.
- Monitor metrics and conduct ongoing informal and periodic formal assessments of the effectiveness of Caring for Colorado's communication strategies and implementation efforts.

Integrated Channel Management

- Actively oversee the editorial calendar for the planning and timely dissemination of all communications activities, including a content calendar and social media calendar.
- Lead editorial direction, developing content, writing, editing, design, production, and distribution via the organization's communication channels, including the website, email, social media, earned media, newsletter, stories, reports, presentations, and other publications and materials.
- Manage the website strategy and maintenance including overseeing all design, functionality and periodic content updates. Align and integrate content across core strategy and subsidiary efforts, to include facilitating structure and alignment of websites.
- Create basic visual assets and oversee the creation of advanced visual assets for all communication channels.
- Manage the social media platforms, creating content and visuals tailored to platforms, and scheduling posts to achieve maximum reach and engagement.
- Manage media and press relations to ensure positive coverage of Caring for Colorado and its grantmaking initiatives, special events, public announcements, and key news, activities, and achievements.
- Establish and manage integrated, effective contact databases for the organization, initiatives, and media and communications activities.
- Track the effectiveness of reach and engagement via all communication channels; monthly reporting of reach and engagement; and identify opportunities to grow reach and increase engagement.

Department Management

- Work closely with leadership to promote positive internal communications that engage and inform employees and ensure integrated, collaborative, brand-consistent communications across Caring for Colorado.
- Identify and manage external consultants to supplement work as needed.
- Provide indirect management of internal staff providing supportive communications roles as needed.
- Provide communications training to staff to grow capabilities.
- Develop, carefully manage, and track a budget for communications activities.

Knowledge, Skills, Experience and Abilities

- Strong preference the right candidate holds a bachelor's degree in communications, journalism, marketing, English, with an emphasis in writing, or a related field. In absence of a degree, advanced and demonstrated significant professional experience required.

- Has at least 10 years of work experience and at least 5 years of successful experience in a strategic communications role with the proven ability to advance organizational mission and goals, preferably within the nonprofit sector.
- A strategic mindset with the proven ability to connect the dots across various concepts and effectively communicate complex ideas to a variety of audiences.
- Expertise with internal and external communications.
- Excellent writing, editing, and verbal communication skills.
- Experience managing communications across multiple channels and platforms, including print, social media, email marketing, website, and earned media.
- Ability to prioritize communications activities, meet deadlines, manage competing priorities, and advance multiple projects.
- Ability to work independently, provide leadership and appropriately engage and hold accountable staff at all levels of the organization.
- Is highly motivated, creative, and energetic.
- Works well with people in different situations; is tactful, compassionate, and sensitive, and treats others with respect.
- Brings personal and professional values that align with the foundation's efforts to advance diversity, equity, and inclusion in our work culture, with partner organizations and in our interactions in communities across Colorado.
- Is passionate about Caring for Colorado's mission.
- Proficient in all Microsoft Office applications (Word, PowerPoint, Excel, etc.)
- Knowledge of, or ability to learn, other communication technology tools including, WordPress, MailChimp, social media outlets, Hootsuite, ASANA, graphic design, Canva.
- Ability to manage contractors such as graphic designers, writers, photographers or other specialists that are engaged to enhance Caring for Colorado communication messages.
- Preferred, but not required, skills in photography, graphic design, infographics and supporting high quality public speaking through coaching, power point development, etc.
- Preferred, but not required, experience in marketing strategies to engage donors and enhance non-profit fundraising efforts.

Work Environment

- The Strategic Communications Director works out of the Denver office and performs work in communities across the state.
- Hybrid work schedule with 3-5 days per week onsite.
- Out-of-Denver travel is expected occasionally, with overnight stays and long-distance driving.
- Employee will need to maintain a valid Colorado driver's license and be able to drive a car – reasonable accommodation will be made for people who are unable to drive.
- To be considered for employment, candidate must pass a background check and show proof of immunization for COVID-19. Immunization exemptions may be considered on an individual basis.

- Fully updated office environment located in a building with a gym, covered employee parking and convenient access to light rail.

Salary and Benefits

- Salary is \$100,000- \$120,000 for a full-time equivalent position. Salary will be based on experience.
- Caring for Colorado offers a comprehensive benefit package including 401K, medical, vision and dental benefits, life and disability insurance, 403(b)-retirement plan, generous paid time off, professional development opportunities and a family friendly work environment.

Timeline and Application Process

To learn more about Caring for Colorado visit: www.caringforcolorado.org. Caring for Colorado is an equal opportunity employer with a mission to create equity in health, well-being and opportunity for children, youth, and families.

To apply, send a cover letter and resume to Megan Wilson. Please email all documents to mwilson@caringforcolorado.org and put Strategic Communications Director in the subject line. No phone calls please.

Applications are due on April 7.

**This position profile identifies the key responsibilities and expectations for performance. It cannot encompass all specific job tasks that an employee may be required to perform. Employees are required to follow any other job related instructions and perform job related duties as may be reasonably assigned by his/her supervisor.