



# California Community Foundation Position Announcement

## Director of Marketing and Communications

The California Community Foundation (CCF) is a nonprofit grantmaking foundation that administers more than 1,600 individual charitable funds to meet existing and emerging needs in the Greater Los Angeles area. CCF is one of the largest and fastest growing community foundations in the United States. With assets of more than \$1 billion, CCF has awarded more than \$170 million in grants and received more than \$150 million in contributions annually over the past three years. Since 1915, CCF has been helping individuals, families, corporations and nonprofits establish and develop their philanthropic visions. While CCF's focus is *Building the Future of Los Angeles*, we make progress toward that ambitious goal by helping our donors and our fundholders realize their philanthropic objectives. In partnership with our donors, the foundation supports nonprofit organizations and public institutions with funds for arts, human development, neighborhood revitalization, education, civic engagement and health care programs.

CCF is seeking a strong marketing and communications leader with an entrepreneurial spirit to join our management team! CCF is recruiting a candidate who has a passion and track record for advancing the brand and results for complex mission-based organizations. We are looking for a strategic thinker with hands-on experience, who will enhance the culture and strength of our organization by masterfully juggling the short term needs with the long-range plans of CCF. The ideal candidate has a strong experienced knowledge base in all forms of marketing and communications for nonprofits, outstanding writing, communication and people skills and a proactive approach in managing the day-to-day activities of the department. Strong experience and familiarity with the Los Angeles community is required.

### **The position**

The Director of Marketing and Communications develops and implements the foundation's comprehensive and proactive communications, marketing and branding strategy. This position reports directly to the Executive Vice President and COO.

### **Major Responsibilities:**

1. Communications, Marketing and Branding Strategy Development and Implementation: Designs and implements a comprehensive, proactive communications, marketing and branding strategy that is aligned with the foundation's 10-year strategic plan (2006-2015). Development includes facilitating the foundation's positioning as we plan the next five years, in anticipation of the 100 year anniversary.
2. Publications: Manages the design, development and periodic evaluation of promotional, informational and educational publications and collateral materials. Materials include outreach products to inform and tools to maintain and strengthen current CCF relationships. Supervises the production and dissemination of annual reports, news releases, special reports and projects, electronic media and other external communication documents.

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3. Web Site: Creatively leverages Web-based and new technology to reach target audiences and strengthen ongoing relationships. Dynamically uses the Web to increase CCF's reach. The position will oversee the development of the next generation of the foundation's Web site, as well as the foundation's further integration into Web 2.0 and 3.0.
4. Media Relations: Develops and implements media plans, targeting mainstream and Los Angeles-based press as well as ethnic media outlets; specialty and constituency-based media; trade publications; and Web-based media. Maintains and leverages foundation media relationships, and develops and cultivates new opportunities. Supervises the writing and distribution of press releases, story placement and arrangement of media events. Takes a proactive approach to building relationships with local, national and philanthropic media. Serves as one of the foundation's spokespeople; directs crisis communications activities and responds to media inquiries; facilitates quotes and comments to press from key foundation spokespeople.
5. Internal Communications: Works with all departments to coordinate internal and external communication plans and strategies to ensure a consistent voice in materials distributed to the foundation's constituencies and the general public.
6. Department Oversight: Creates budgets and timelines for projects and manages workflow. Cultivates and supervises a strong communications staff. Prepares and reviews staff work assignments and production schedules to ensure timely completion. Evaluates staff and department performance.
7. Management: Serves as a member of the foundation's management team, attending management team meetings, completing assignments as required and coordinating work between departments and with external consultants, as necessary.
8. General: As appropriate, works as a member of interdepartmental teams to ensure the effective and efficient operations of CCF. Demonstrates cooperative behavior with supervisor and co-workers at all times. Other duties as assigned, dependent on organizational needs and employee skills.

### **Qualifications:**

1. Experience: Minimum of 5-10 years of experience in marketing and communications, with demonstrated success in cause-related marketing and familiarity with nonprofit work environments.
2. Education: Bachelor's degree in marketing, English, communications or related discipline. Advanced degree or equivalent experience is preferred.
3. Creativity: Demonstrated experience in developing and implementing innovative solutions that are memorable and results-oriented.
4. Communications and Publications Experience: Excellent interpersonal, superior verbal and written communication skills. Excellent telephone and customer service

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skills. Strong editing skills and experience working with graphic designers, web designers, printers and mail houses.

4. Organizational Skills: Excellent time management, project management and organizational skills with strong attention to detail. Ability to prioritize work effectively and adjust to multiple and competing demands. Ability to implement strategy and deliver results. Experience in creating realistic project budgets and timelines.

5. Technology Skills: Internet competency and strong computer skills and aptitude, including mastery of latest Microsoft Office Suite, required. Familiarity with Blackbaud services and Adobe Creative Suite preferred.

6. Supervision and Management Skills: Demonstrated skills in planning, management and staff development and supervision. Successful managerial experience in leading a diverse team and mentoring/coaching staff.

7. Leadership Skills: Ability to make well-reasoned decisions as part of a department and interdisciplinary team and in the best interests of the foundation. Ability to work collaboratively and effectively with individuals from diverse backgrounds and levels of the organization.

8. General: Highly motivated, with the ability to work independently, take initiative, exercise discretion, demonstrate independent judgment, maintain confidentiality, participate as an effective team member, demonstrate cooperative behavior with supervisors and coworkers at all times and follow tasks through to completion. Ability to multi-task and work in cross-functional settings with all levels of an organization and diverse external constituencies.

### **Compensation:**

This is a full-time exempt position. Salary dependent on experience. A generous benefit package is provided to all full time staff including medical, dental, LTD, life, FSA and retirement benefits.

To apply to this position, please send the following:

1. A cover letter sharing your interest and qualifications for the position
2. An updated resume
3. Your salary history for the past five years as well as your salary requirements

Please send these documents by e-mail to: [selectioncommittee-marketing@ccf-la.org](mailto:selectioncommittee-marketing@ccf-la.org)  
Please reference "Director of Marketing and Communications" in the subject line of your submission.

Faxes will be accepted at (213) 383-2046, but e-mails are preferred. No calls, please.

CCF is an Equal Opportunity Employer.