



pridefoundation.org

Job Announcement

Pride Foundation Director of Communications

Organizational Background

Pride Foundation is a donor-supported community foundation that inspires a culture of generosity by connecting and strengthening organizations, leaders, and students who are advancing equality for lesbian, gay, bisexual, transgender, and queer (LGBTQ) people and their families in the Northwest.

The Director of Communications is responsible for developing, managing, and implementing all aspects of Pride Foundation's communications strategy. The position is pivotal to ensuring that our community feels ownership of the organization and shares its vision. This is an incredibly fun and fast-pace job for a creative, energetic, and dynamic person who wants to use their skills to benefit the LGBTQ community.

This position works closely with all staff throughout the Northwest to reach our programmatic and fundraising goals. This position is based in Seattle and reports to the Executive Director. Pride Foundation has a \$3 million operating budget with 17 full-time employees and several student interns. It is governed by a board of 22 volunteers.

Key Responsibilities:

- Work closely with the Executive Director in developing a long-term communications strategy and related plans that increase the organization's visibility.
- Develop and implement annual marketing and communications plans for the organization with input from all senior staff, including possible new projects.
- Supervise brand discipline and storytelling in support of the organization's recent re-branding effort, especially in regards to visual identity, key message pillars, and framing all communications activities within Pride Foundation's mission, vision, and values.
- Create, coordinate, and edit digital and print communications including eNewsletter, email bulletins, print newsletter, brochures, advertisements, and annual report from concept through production. Manage updates of existing and/or creation of new print marketing materials to promote organization. Draft internal communications tools such as talking points, messaging documents, backgrounders, bios, and more.
- Manage website and online marketing initiatives, including using social networks and email campaigns. Maintain and provide updated content for website.
- Be the voice of Pride Foundation and encourage consistent and appropriate audience engagement through current social networks; keep up-to-date with emerging trends and technologies.
- Oversee printing, graphics, production of videos, and dissemination of organizational information.
- Work closely with the Director of Community Giving to maximize marketing and communications initiatives targeted to donors and membership cultivation.
- Develop overall strategy for proactive and reactive media relations to drive appropriate earned media attention for the organization as well as issues affecting the LGBTQ community. Conduct all media relations (news releases, reporter inquiries, press conferences, quotes, media commentary, etc.). Work closely with the Executive Director and other staff to develop, frame, and pitch stories related to the organization's work. Serve as official spokesperson alongside the Executive Director.

- Develop and maintain relationships with mainstream, LGBTQ, trade press, and other national media outlets. Coach and train Pride Foundation board, staff, and volunteers in media messaging. Monitor media, track press clippings and online news breaks, and maintain media database.
- Play active role in the organization's senior management team.
- Supervise freelancers and other external resources, including designers and printers.
- Coordinate with Board's marketing/communications committee as required.

Professional Qualifications

- Bachelor's degree from accredited college or university.
- Minimum seven years of communications experience.
- Nonprofit, corporate, or agency communications experience required.
- Exceptional writing, editing, presentation, and analytical skills. (Writing samples will be required.)
- Experience with and enthusiasm for social media and other emerging technologies, including Facebook, Twitter, blog writing/blogger engagement and other tools. Understanding of the role that the web and social networks can play as part of a comprehensive communications program.
- Demonstrated experience in media relations, with a skill for framing stories to suit any organizational need and managing local and national media relationships. (Media references will be checked.)
- Strong organizational skills including a well-developed attention to detail and follow-through.
- Ability to work well under pressure and deadlines.
- Sense of humor and strong interpersonal skills.
- A collaborative team player who creates and maintains strong peer relations.
- Demonstrated project management skills.
- Strong managerial and strategic planning skills.
- Experience managing consultants and mentoring staff.
- Commitment to Pride Foundation's mission and programs with knowledge of and experience working in LGBTQ communities.
- Demonstrated commitment to social justice philanthropy and progressive social change.
- Willingness to work evenings and weekends as necessary.
- Fluency with MS Office suite and Outlook required. Experience with desktop publishing, HTML, and bulk email systems a plus.

Salary

Salary is competitive and commensurate with experience. Excellent employer paid benefits include medical, dental, and vision coverage along with disability insurance and option to invest in an individual retirement account.

To Apply

Pride Foundation is a proud affirmative action employer. All interested individuals, including people of color, women, persons with disabilities, and persons who are lesbian, gay, bisexual, transgender, or intersex are particularly urged to apply.

Send letter of interest, resume, the names and phone numbers of three professional references, and how you heard about this position to:

- Kris Hermanns, Executive Director, at Kris@PrideFoundation.org.

Please include "Director of Communications" in the subject line of your email.

The position is available immediately. All applications will be reviewed and acted upon as they are received. The position will be filled as soon as the appropriate candidate is found. It is therefore recommended that you submit your materials as promptly as possible. Only those applicants selected for an interview will receive a response.

No telephone calls please.

More information at www.pridefoundation.org.