



COMMUNICATIONS OFFICER

Department: Communications

Reports to: Vice President of Communications

The Communications Officer position will collaborate with a team of stakeholders to develop strategies and materials that achieve communications and brand visibility objectives. As a core member of the marketing and communications team, this position will help build brand equity and strengthen EBCF's position through increased visibility and stronger stakeholder engagement.

Core Duties and Responsibilities

- Collaborate in development of strategies to build the brand through regular and targeted communications across multiple media platforms
- Partner with donors, grantees, fund partners and staff to develop stories that bring to life the vibrancy of the East Bay region and the role of the East Bay Community Foundation
- Lead the creation of relevant, high impact materials across multiple media touch points
- Work with external creative partners to transform data into compelling storytelling
- Direct brand design work and demonstrate creative judgment and understanding of strategic positioning in development of brand narratives
- Conceptualize new ideas for content and creative asset building
- Ensure messaging is consistent across all outward facing touch points
- Cultivate & execute opportunities for stronger audience engagement via social media channels
- Provide support on other projects, as needed

Stakeholder Engagement

- Partner with internal staff including Donor Services, Development and Community Investment teams to plan and execute opportunities for donor engagement.
- Work with these teams to develop communications and engagement strategies for events, program convenings and experiential marketing opportunities

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Project Management

- Exceptional organizational skills and a strong commitment to ensuring projects are proactively managed and delivered on-time, under budget and in a high-quality manner.
- Ability to move projects along quickly and be highly responsive to internal needs
- Manage relationships with external vendors and consultants in the execution of projects
- Demonstrated ability to manage expectations and communications across a variety of stakeholders, including external agencies, consultants and others
- Maintain up-to-date paper and electronic files on all communications activities

Digital Communications

- Populate blog and social media channels with timely, relevant content
- Execute visibility and issues-based campaigns and continuously improve SEO
- 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

Standard Qualities

- Passion for the mission of EBCF
- Strong commitment to professional excellence
- Ability to self-manage and work independently, but also collaboratively
- Excellent oral and written communications skills

Skills and Competencies

- The ideal candidate will have a minimum of seven (7) years of strategic, marketing and/or communications experience in a creative environment or nonprofit organization
- Excellent organizational, analytical, written, oral and interpersonal skills

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- Proficiency with MS Office, Word Press, E-mail Marketing Platforms (Creative Suite bonus)
- Demonstrable tact in correspondence; both spoken and written. Engaging phone manner
- Comfortable writing support letters, marketing brochures, website copy, press release(s)
- Passionate about issues of equity and social justice with positive attitude and sense of humor
- Ability to multi-task, prioritize, and manage time effectively
- Four (4) year degree in Journalism, Design, Communications, Marketing or equivalent

About EBCF

Founded in 1928, The East Bay Community Foundation -- one of the oldest and largest community foundations in the United States -- is a leading resource for mobilizing financial and leadership resources to transform East Bay communities. By leveraging its own philanthropic resources and position with those of the private, public, and non-profit sectors, EBCF is a critical force for change in the dynamically changing region.

EBCF grants to organizations and initiatives throughout the region from its own endowment and from donor recommendations in two key focus areas: economic development and support for early childhood success. EBCF also strives to be a leader in promoting equity and inclusion, placing high value on the cultural, racial, ethnic, economic, and sexual diversity of the East Bay to develop innovative approaches for building sustainable communities. EBCF holds itself accountable to equity and inclusion by creating and retaining a Board and staff who reflect the diversity of the East Bay so that it can provide donors and communities with the broadest possible perspective. Learn more about the East Bay Community Foundation at <http://www.ebcf.org>.

Location: Oakland, CA

Start Timeframe: EBCF seeks the right individual in place by May 2017.

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

To Apply: Please submit cover letter, resume, three references, and salary expectations to jobs@eastbaycf.org.

Applications will be acknowledged by email response. No phone inquiries, please.

EBCF is an equal-opportunity employer. People of diverse backgrounds are strongly encouraged to apply.