

Job Description: Director of Communications & Events Marketing

Position: Director of Communications & Events Marketing
Supervised by: President / CEO
Status: Full-time, exempt, salaried

About Chicago Foundation for Women

Chicago Foundation for Women (CFW) is a public foundation working to advance gender equity, which we believe to be inherently interconnected with racial, economic, and health equity. CFW envisions a world in which all women and girls, transgender, and gender nonbinary people have the opportunity to thrive in safe, just, and healthy communities. We celebrate the spectrum of identities and experiences of women and girls, uplift their leadership and center the voices of the community to achieve true equity. To support our philanthropy, the Foundation promotes increased investment in women and girls, raises awareness about their issues and potential, and develops them as leaders and philanthropists. Since 1985, the Foundation has awarded over \$42 million to hundreds of organizations that help achieve its mission of gender equity across the Chicago region.

CFW looks at the broad spectrum of needs of all women. We support the areas of freedom from violence, economic security, and access to health, which we see as integrally related and are paths forward toward an equitable society.

Chicago Foundation for Women (CFW) is committed to becoming an anti-racist institution. The Foundation is in the midst of change, from an institution that tolerates racial and identity differences to one that excites these differences as powerful tools for systemic, anti-racist change. CFW is committed to engaging in continual analysis and essential restructuring to ensure the Foundation's way of being is one that wields a shared power and holds itself accountable to racially oppressed groups to achieve its gender equity goal.

About the Director of Communications & Events Marketing Position

The Director of Communications & Events Marketing will oversee all communications involving the organization including development and implementation of communication strategy and a broad and diverse range of marketing communications. This individual will work closely with the President/CEO, colleagues across the organization, external communications support team, the Communications Committee of CFW's Board of Directors, and frequently serve as a spokesperson for the Foundation to the media, community members, donors and organizational allies.

How the Director of Communications & Events Marketing Position Breaks Down:

Public Relations (30%)

- Amplify the Foundation's reputation in the Chicago region and nationally, increasing awareness of the Foundation's mission to key audiences including the media, influential community members and policymakers, current and potential donors, organizational partners, and corporations.
- Design and execute annual public relations plan that includes a proactive media outreach calendar.
- Serve as primary staff liaison for CFW public relations consultants, project manage consultant workloads and ensure they are meeting key targets.
- Grow relationships with news media that result in proactive news coverage as well as media sponsorships of the organization and/or specific events.
- Promote President/CEO as key voice on women's issues; book interviews and speaking engagements with media, professional conferences, and community groups, and write speeches and talking points as needed.
- Partner with key CFW ambassadors including board, staff, donors, and grantees to develop a CFW speakers' bureau to extend CFW's reach into new communities and audiences.
- Serve as CFW representative and spokesperson in advocacy and policy networks and coalitions; grow personal expertise pertaining to the Illinois policy landscape to ensure key CFW staff members and stakeholders remain knowledgeable on current issues influencing women and girls.

Marketing (30%)

- Develop, design, and edit Foundation marketing materials, including but not limited to: The Annual Report, pitches, speeches, publications, brochures, one-pagers, talking points, and other materials on regular deadlines and on the fly as necessary.
- Partner with Chief Development Officer to develop and design all marketing, communications and messaging needed for CFW's Capital Campaign in both the silent and public phases, ensure campaign brand consistency and quality among volunteer solicitors and campaign ambassadors.
- Work with the Digital Communications Coordinator to develop new and original content on a consistent basis for use across CFW's communications channels.

Content Development (30%)

- Oversee annual and special organizational communications such as the Annual Report and the Status of Women and Girls report.
- In collaboration with the Chief Development Officer, create compelling communication pieces to tell the story of CFW's impact to donors, community members, and other key stakeholders.
- Write and edit original content for use for CFW publications, and across email and web platforms.

- Manage the Digital Communication Coordinator who is responsible for the back-end of web and email, including the design and maintenance of online content, including but not limited to: www.cfw.org website, CFW's GoWomen e-newsletter, and social media networks.
- Work with Digital Communications Coordinator to grow CFW's direct response and online giving platforms, increase email open and conversion rates, and increase funds CFW raises online.
- With President/CEO, post op-ed blogs to influential sites and develop relationships with other key leaders in the Chicago community to grow Foundation awareness.
- Design and execute yearly social media plan with the assistance of Communications team.

Administrative (10%)

- Hire, train, supervise and manage the Communication and Special Events team.
- Staff the Communications Committee of the Board of Directors.
- Develop, compose, distribute, and implement policies to enhance the efficiency of the communications department and to further develop the building and maintaining of a positive Foundation brand.
- Develop and manage annual Communications and Marketing budgets to ensure good stewardship of donors' funds.

Other

- Attend and actively participate in required educational programs, and departmental and staff meetings.
- Protect CFW's value by maintaining strict confidentiality wherever needed.
- Update knowledge by participating in educational opportunities; maintaining networks; participating in professional organizations.
- Perform other duties as assigned by supervisor.

Work Environment

- This position operates primarily in an office environment that is accessible. Some work at off-site locations may be required and those may not necessarily be fully accessible.
- This role routinely uses standard office equipment such as computers, phones, photocopiers, scanners, and filing cabinets.
- While performing the duties of this job, the employee is regularly required to talk and hear. The employee frequently is required to stand; walk; use hands to finger, handle or feel; and reach with hands and arms.
- The employee may be asked to lift and/or move objects up to 25 pounds.
- Travel between the main office and other locations may be required.
- This position requires attendance during business hours from 9:00am to 5:00pm, Monday through Friday with 2 remote work days.

- Occasional night and weekend hours are required a few times a year to attend and assist at Foundation events.
- Work place is a smoke- and drug-free environment.
- CFW is an equal opportunity employer and seeks to employ qualified individuals based on individual merit. CFW does not discriminate against any individual with respect to the terms and conditions of employment based on that individual's race, sex, age, religion, color, national origin, disability, genetic information, marital status, veteran status, sexual orientation, gender identity or expression, housing status, or any other non-merit factor protected under state, local or federal laws. Equal Employment Opportunity applies to all personnel actions such as recruiting, hiring, compensation, benefits, promotions, training, transfer, termination, and opportunities for training. CFW is committed to a fair and equitable workplace where everyone is a respected and valued member of the team.
- COVID-19 vaccine documentation must be provided within two weeks after the start date. If you believe you qualify for an exception from the requirements of this policy, for medical reasons or sincerely held religious beliefs, you must provide a letter (on letterhead) from your doctor or clergy to the Human Resources Manager. The Foundation will explore potential reasonable accommodations for you that would not cause undue hardship to the Foundation. However, such reasonable accommodations are not required and cannot be guaranteed.

Qualifications

- A minimum of six years' professional experience in communications and community outreach, public relations, marketing, journalism, or related fields.
- Proven experience securing earned media across print, radio, television, and online communications.
- Excellent managerial and organizational abilities.
- Demonstrated ability to serve effectively as organizational spokesperson across diverse audiences including media, donors, grantees, and government officials.
- Excellent written and oral communication skills. Demonstrated versatility in writing for all media platforms.
- Demonstrated ability to respectfully and productively seek and manage diverse input from board members, sponsors, grantees, and community partners.
- Experience with website content management (knowledge of WordPress and Blackbaud OnlineExpress preferred).
- Demonstrated ability to take primary responsibility for diverse projects and complete them in a timely manner with limited supervision.
- Creative and strategic application of digital and social media technologies.
- Experience in planning, writing, editing, and production of newsletters, press releases, annual reports, marketing literature, and other print publications.

- Innovative thinker, with a record of accomplishment for problem solving and developing action plans and managing output.
- Self-reliant, results oriented, and strong interpersonal skills with the ability to engage, collaborate, and develop consensus with staff and colleagues.
- Ability to make decisions in a changing environment and anticipate future needs.
- Passion for CFW's mission.

Compensation

CFW offers a competitive compensation package for all positions. Comprehensive benefits package includes medical, dental, vision, life, short and long-term disability insurance, long-term care insurance, 403B plan with match, vacation, paid leave and sabbatical policies. Salary is \$80,000.

Application Process

Interested applicants should email a cover letter articulating how their skills and experience meet the responsibilities noted above with a resume to careers@cfw.org.

- o Subject line should read: Your Name + Director of Communications & Events Marketing
- o No phone calls please

CFW seeks to fill this position as soon as possible and will work actively to build a diverse pool of candidates