



## **NEW POSITION POSTING**

### **DIRECTOR OF COMMUNICATIONS**

**TO APPLY: EMAIL YOUR RESUME AND COVER LETTER TO [HR@SDGRANTMAKERS.ORG](mailto:HR@SDGRANTMAKERS.ORG).**

**DEADLINE: March 1, 2010. No phone calls please.**

#### **ORGANIZATION OVERVIEW**

San Diego Grantmakers is a membership association of approximately 90 grantmakers in the San Diego region. Our mission is to connect, educate, develop and inspire a diverse group of foundations and corporate giving programs to stimulate effective philanthropy in the San Diego region. Our role is to be a leader in the support of organized philanthropy and the development of San Diego's nonprofit sector. We offer workshops, an annual conference, e-newsletters and host collaborative funding groups— all designed to enhance the impact of philanthropy in San Diego. We share helpful and relevant information about community needs, best practices and solid grantmaking skills. Our members include family or private foundations, community foundations, corporate giving programs, giving circles and some government funders – all have the shared objective to increase the impact of their philanthropic investments. For our member list and more information, please check out our website: [www.sdgrantmakers.org](http://www.sdgrantmakers.org).

#### **POSITION OVERVIEW**

The new Director of Communications oversees SDG's external and internal communications and marketing, reporting to the Executive Director. The position is responsible for ensuring that SDG services and goals are presented consistently and effectively to members, potential members and the broader community; increasing the engagement of members with SDG; maximizing SDG and SDG member visibility in our community and generally enhancing the understanding and impact of organized philanthropy in our region.

#### **GENERAL RESPONSIBILITIES**

The Director of Communications is responsible for strategic communication that keeps members well-informed about and interested in the organization's activities and helps non-members learn about the organization. Working closely with SDG staff, the director will determine a membership-related internal communication strategy, including vehicles, publications and communication management AND external communication strategy that enhances SDG as a voice of organized philanthropy in San Diego and leads to additional members. The director ensures that the SDG "brand" is presented consistently, and also markets our programs effectively to members in order to increase attendance.

In addition to the development of SDG communication strategy, framework and brand, hands-on implementation is required in this job. The director will be an integral part of the small, passionate and hard-working SDG team that is dedicated to our mission and members.

The Director of Communications

- Oversees SDG **member communications** strategy and implementation in order to enhance members' connection to each other and attendance at SDG educational opportunities and thus to help increase their effectiveness as grantmakers. Tools used include: development of e-newsletters,

creative event promotion, website updates and improvements, occasional printed pieces and deployment of best new social networking tools.

- Creates and implements **media/public relations strategy** in order to increase the visibility of SDG, its members and collaborations, inspire greater effective philanthropy in the community and grow the SDG membership. The director also oversees communications strategy relative to SDG public policy objectives. Overall objective: to have SDG become a recognized voice for organized philanthropy in San Diego.
- Devises compelling **new member recruitment and renewal** approaches and designs a targeted and successful **fundraising strategy** that includes sponsorship development and occasional grant writing assistance to the Executive Director.
- Has responsibility for SDG internal (member) and external (community, potential members, nonprofits, civic leaders) **writing** needs: including website, newsletters, media alerts, promotional materials and invitations, member letters, social media, annual report, and more.
- **Manages SDG website content** so that it accurately reflects the latest information on organized philanthropy in order to best help our members as well as inform the public at large. Ensures that website is easy to navigate and utilizes best practices in web design.
- Develops appropriate SDG **social networking and social media strategy** and tactics in order to maximize the SDG member experience.

### **KNOWLEDGE, SKILLS AND ABILITIES**

- Excellent writing ability – including experience with successful promotional pieces, website content, newsletters and member recruitment/retention materials and media releases.
- Experience in developing and implementing internal and external communication strategy.
- Highly articulate and with superior listening skills.
- Top notch analytical and research skills to search best practices.
- Knowledge of all aspects of media – including online.
- Experience with website management and social networking/media.
- Strong background in philanthropy or the nonprofit sector.
- Knowledge about the cost effective design and production of high quality printed collateral.
- Ability to set and meet deadlines, track multiple projects, prioritize duties.
- A creative and out of the box thinker that responds to stakeholder needs.
- Proven team player and contributor.

### **QUALIFICATIONS**

- B.A. in communications or related field.
- Minimum five years experience managing organizational communications in a nonprofit setting.
- Extremely computer software and internet literate (PC based).
- Demonstrable writing experience. Samples will be requested.
- Experience with fundraising – especially sponsorships and grant writing
- Knowledge of html and experience with web design software and content management systems

**Salary Range: \$50K - \$58K/year**

**SDG is an equal opportunity employer.**