



DONORS OF COLOR NETWORK

The Donors of Color Network

Title: Communications Director

Reports to: Executive Director

Basic Function: The Communications Director is a new position responsible for leading the internal and external communications strategy and work of the Donors of Color Network. The Communications Director is a clear, direct, highly-motivated person with at least five years of communications experience. The Communications Director will be responsible for effective and exciting internal communications to our members as well as external communications and social media that strengthen our brand and improve the visibility of the Network. The Communications Director will ensure that all communications from Donors of Color Network are values aligned, and build our presence, reputation and mission.

Classification: Exempt

Background: The Donors of Color Network is the first-ever cross-racial community of high net wealth donors and movement leaders committed to building the collective power of people of color to achieve racial equity. The Network launched in March 2019 and is building our team.

The primary responsibilities of the Communications Director will include:

STRATEGY & BRAND DEVELOPMENT

- Develop and execute on the Donors of Color Network's internal communications with network members and important stake-holders about membership, programs, and impact (e.g. newsletters, membership collateral, branded swag, printed collateral)
- Develop an external communications strategy (e.g. earned media, social media, PR, etc.) and lead on implementing all aspects of that strategy
- Manage, lead, and execute on a brand refresh, including visuals, voice, key messaging, and target audiences
- Ensure alignment, consistency, and high quality execution of all aspects of Donors of Color Network's communications, marketing, brand voice, collateral, etc. that ladders up to the stated strategy and overarching organizational goals
- Develop a marketing strategy to support the growth of network membership (e.g. conference panels, targeted marketing, peer to peer outreach)
- Build relationships with media, vendors, and other organizations and serve as primary media contact and manage press outreach, inquiries, visits, and interviews

- Develop and support on all Board and committee work streams related to communications
- As a member of the senior management team, collaboratively develop and create a healthy and vibrant culture of mutual caring and highest standards of work

PROJECT MANAGEMENT

- Lead and manage all communications projects (e.g. editorial calendar, campaigns, branding initiatives, etc.), including setting timelines, assigning roles, facilitating meetings, and sourcing/liasing with external consultants as needed
- Work with the team to create strategic marketing campaigns; develop analytics to measure success and continually find ways to improve on those metrics through testing and new initiatives
- Work with leadership to identify challenges and solutions to move organization-wide communications and broader strategic initiatives forward

CONTENT CREATION & MANAGEMENT

- Manage and support creation of all print and electronic materials, including: monthly newsletters for Donors of Color Network and Donors of Color Action; regular program emails; templates, visuals of Donors of Color Network's work; event announcements, annual reports, and any campaign-related needs (e.g. Donors of Color Network's [Climate Funders Justice Pledge](#)).
- Manage Donors of Color Network's social media presence, including writing and editing all content and reporting on data and trends
- Manage Donors of Color Network's and Donors of Color Action's website, including content updates related to programming and events
- Track analytics and report regularly on the effectiveness of communications activities, engagement levels, and progress

Assist with other internal and external communications duties as needed

QUALIFICATIONS:

Skills & Experience

- Demonstrated leadership in developing and executing on an organization's communications strategy
- Experienced and effective manager
- Excellent oral and written communication skills
- Strong, expressive, and persuasive writing
- Demonstrated understanding of and ability to communicate about complex issues, with accountability and deference to those most impacted by those issues
- Ability to task manage complex, strategic projects from beginning to end
- Graphic design skills and ability to work with a designer towards fully professional powerpoint presentations, newsletters, and reports

- Demonstrated experience with project management involving other team members
- Experience with online marketing tools, social media platforms, and publishing software
- Experience with email campaign management
- Experience with email automation, Airtable and WordPress are a plus
- 5+ years of experience

Attributes

- Demonstrated interest in Donors of Color Network's mission
- Highly organized, with strong project management skills
- Strong attention to detail
- Ability to work effectively independently
- Demonstrated success working in a team and developing effective working relationships with various programs
- Ability to respond adeptly to rapidly changing priorities and successfully work on multiple projects at once
- Commitment to organizational and personal growth on issues of inclusion and racial equity
- Integrity, confidentiality, and discretion
- Sense of humor a plus

SALARY: \$90-110k depending on experience. Excellent working environment and generous benefits (health insurance, dental, vision, vacation, sick, holidays).

HIRING PRACTICES: Donors of Color Network is an equal opportunity employer. We embrace applicants with diverse actual or perceived race, color, religion, creed, national origin, ancestry, age, sex, including self-identified or perceived sex, gender, gender identity, sexual orientation, transgender status, pregnancy, alienage or citizenship status, marital status, partnership status, disability, predisposing genetic characteristic, arrest or conviction record, caregiver status, domestic violence victim status, credit history, unemployment status, veteran status, protected activity, uniformed service or any other characteristic protected by applicable law.

HOW TO APPLY & SELECTION PROCESS: This is a full-time position, starting immediately and applications are being reviewed in a rolling manner. Please send cover letter, resume, writing sample, and an example of a communications strategy or designed final product you have created to hire@donorsofcolor.org no later than August 23rd. Please use subject line: "Communications Director". No phone calls please. Candidates will be notified if we are seeking an interview. Because of the high volume of responses we receive, it may not be possible to respond to all inquiries.

Prior to hire, candidates must complete up to two interviews, provide written material and may be asked to complete a practical assessment. Interviews may include multiple staff members. Please inform Donors of Color Network within a reasonable time period prior to the interview of any reasonable accommodation needed.