



THE OREGON
COMMUNITY
FOUNDATION

Here for Oregon. Here for Good.

The Oregon Community Foundation

Director of Marketing & Communications Portland, Oregon

Position Profile

Client Organization

Since 1973 The Oregon Community Foundation has pursued a mission to improve lives for all Oregonians through the power of philanthropy. With a growing endowment nearing \$2 billion, OCF has become one of the nation's largest community foundations, awarding more than \$109 million last year in grants and scholarships. OCF connects caring with action by matching donors to causes and communities in need. OCF's work rests on some basic principles: responsible stewardship of funds entrusted by donors; work in partnership to address common needs and aspirations; prioritize investments that create substantive change and attempt to resolve problems at their source; advance equity, diversity and inclusion through programs; and research and evaluate programs and initiatives.

Going forward, OCF will build upon its strengths and continue to innovate and learn. It responds to evolving, community-identified needs through broadly accessible grant and scholarship programs. OCF leads sustainable, positive change for Oregon communities through strategic investments, partnerships and public policy. Through its programs and initiatives, OCF affirms the foundation's commitment to address opportunity disparities and advance equity, diversity and inclusion. To learn more about the Foundation, please visit <http://www.oregoncf.org/>

The Opportunity

Reporting to the President and CEO, the Director of Marketing & Communications is responsible for leading OCF's entire communications effort and creating an integrated marketing and communications strategy as well as managing department and staff operations. OCF seeks an experienced, service-oriented leader who will provide strategy and vision while uniting and guiding the internal and external people, processes and systems that contribute to successful, coordinated messaging. To be successful, the incoming Director will be a dynamic leader and possess cultural competencies in order to support internal messaging and authentically communicate OCF's work to diverse, targeted, statewide audiences. By providing inspired leadership, planning, analysis and expertise, this newly defined role will enable OCF to more deeply and effectively reach the broad communities it serves and to enable far-reaching stakeholder capacity to meet Oregon's evolving needs.

Position Responsibilities

This position will serve as an integral member of the executive team and will lead a creative, dynamic, and forward-thinking communications strategy to promote the fulfillment of OCF's vision and mission. The Director will develop robust, multi-channel communications strategies for OCF, directly managing communications activities that enhance OCF's position as a champion for all communities in Oregon. The Director of Marketing & Communications will be central to the Foundation meeting its objective to connect people who want to make a difference with organizations that create change.

Specifically, the Director of Marketing & Communications will be responsible for:

- Developing and implementing a comprehensive, integrated and strategic communications approach that will leverage new, emerging and traditional channels to convey the importance of philanthropy and of OCF and its partners
- Oversee planning, organizing, staffing, training, and managing all marketing functions to achieve organizational objectives for fundraising, growth and visibility while ensuring a position consistent with OCF's organizational values
- Attaching measurable goals and outcomes to communications plans in order to assess and adjust accordingly, recognizing that unexpected issues arise and may take precedence
- Put forth a strategic vision and plan for executing an integrated marketing plan to maximize its effectiveness across all channels
- Building and maintaining strong media relationships to improve breadth and depth of media coverage and brand awareness of OCF's work and impact
- Working in collaboration with others to strategically engage all audiences including donors, foundation partners, advocates, community stakeholders, funders

- Providing thought leadership and identifying opportunities to position the work of OCF, its grantees and partners; and to influence donors and potential donors who are interested in positively influencing Oregon's communities
- Developing and executing strategies and activities to advance OCF's "community catalyst" role, including dialogues, events, and presentations to key audiences;
- Engaging, identifying and supporting staff with their communications needs, in particular, preparing the CEO and OCF leaders for speaking engagements and interviews
- Guiding and implementing the development of publications and dynamic digital communications strategies, including building and maintaining OCF's presence on the appropriate social media channels
- Managing OCF's online platform for sharing best practices and research, ensuring relevance and accessibility to a wide variety of audiences
- Overseeing the day-to-day activities of the communications function, including budgeting, planning, and staff and consultant management

Profile of the Successful Candidate

The successful candidate will be an excellent leader who will bring OCF's brand to life across all touch points in order to advance OCF's desire to improve lives for all Oregonians through the power of philanthropy. The successful candidate will have a proven track record in the development and implementation of integrated communications programs, strategic communications, digital marketing, market segmentation, branding, and positioning. A solution-oriented team player with the ability to strategically and operationally lead teams to develop and implement integrated marketing and communications plans to advance strategic organizational objectives.

OCF seeks a professional with superb communications and presentation skills, along with an effective interpersonal manner who can think across the organization consistently, tying one's own function to the broader organizational strategy. Finally, the successful candidate will have a strong work ethic with high personal and professional standards of transparency and accountability.

More specifically, OCF seeks a marketing and communications professional who has:

- Bachelor's degree in Marketing, Business or a related field; a track record of marketing and communications success at a complex, preferably mission-driven organization working with matrixed teams; a combination of agency and in-house experience preferable
- Approximately eight years' experience in marketing, communications, brand or other similar areas, with progressive responsibilities including leadership and management experience
- Outstanding writing skills, with an ability to create compelling, persuasive narratives that are strategically focused

- Demonstrated skills in facilitation and effective management of meetings, dialogues and convenings
- Deep understanding of and an appreciation for the mission driven organization, and ideally, sector knowledge and understanding
- Knowledge of emerging marketing trends, including effective use of digital, video, new media and relevant communication platforms including website management and social media platforms
- Track record of building creative, productive partnerships internally and externally
- An ability to translate the Foundation's strategy into relationships and unparalleled results that fulfill the Foundation's communications needs
- Exceptional interpersonal and management skills, with an understanding of the difference between leadership and management - and the ability to exercise both effectively
- A willingness to iterate a strategy and approach, with the ability to recognize the need to course-correct as necessary and an appreciation for ambiguity
- Demonstrated ability to work effectively with a broad and diverse range of people and communities as evidenced by excellent listening and communication skills, cultural responsiveness, balanced and reasoned approaches to problems, ability to inspire trust and confidence, and flexibility and curiosity to differing points of view
- Collaboratively work with executive team members to understand their goals and communication needs and provide expert guidance to them

OCF Culture

For each of its positions, OCF seeks to hire staff with relevant experience, skills and aptitude; a commitment to the power of philanthropy and to be mindful of what best serves the organization and supports the mission. Each employee is expected to reflect the cultural values to support OCF's mission: communicate effectively, value one another, demonstrate accountability, embrace possibilities, address conflict and take action.

Commitment to Equity, Diversity and Inclusion

OCF is committed to equity, diversity and inclusion, and strives to build a diverse workforce to promote effective work in partnership with all communities and population groups in Oregon. OCF welcomes a diverse pool of qualified applicants.

Start Timeframe and Compensation

We seek to have the right individual in place by January 2018. The Foundation offers competitive benefits toward a total compensation package for staff in a supportive, engaged work culture. Benefits include, but are not limited to, choice of medical and dental

plans, medical savings accounts, employer paid short and long term disability, life insurance, Employee Assistance Program, professional development opportunities, pre-tax commuter benefits, 401k plan with 10% employer contribution, generous paid time off, paid volunteer leave, and more.

To Apply

To be considered, MS&S Search must receive applications by Thursday, October 19, 2017. All applications are held in strict confidence. Please submit your resume and a letter of interest via email to:

Melissa Ulum, Principal
MS&S Executive Search
Melissa@MSSsearch.com
(503) 244-2126 message
(503) 730-7615 mobile

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