

Napa  
Valley  
Community  
FOUNDATION

**The Position:** Manager of Communications

**Reports To:** President & CEO

**Location:** Napa Valley, CA

*The Organization*

Napa Valley Community Foundation works side-by-side with local donors and nonprofits to tackle the most important challenges our Valley faces. Now celebrating 25 years of service to the community, the Foundation has distributed more than \$85 million in grants to improve the quality of life for residents of the region, and currently serves as the philanthropic partner to thousands of individuals, families, nonprofit agencies and corporations in Napa Valley and beyond.

According to a survey of several thousand donors conducted by the nonprofit Center for Effective Philanthropy (*Donor Perception Report*, 2016), NVCF is the top-rated community foundation in the US on most key measures related to donor satisfaction and impact.

NVCF's innovative programs have served as a model for other community foundations across California and the US, and its work in partnership with area donors has resulted in feature coverage for the organization in outlets such as the *New York Times*, *LA Times*, KQED Radio, American Public Media's *Marketplace*, KCBS TV, *La Opinion*, KCBS Radio, Forbes.com and Univision.

Learn more at [www.napavalleycf.org](http://www.napavalleycf.org).

*Operational Details*

Napa Valley Community Foundation has a staff of ten and distributes between \$5 million and \$10 million in grants each year, predominantly to charitable programs in Napa County. The organization has an annual operating budget of \$1.4 million and is governed by a 15-member Board of Managers.

## *The Position*

NVCF is seeking a creative, dynamic and highly motivated communications professional to work with a seasoned team of do-gooders to solve the following problem: NVCF does fantastic work that far too few people know about.

Reporting to the President & CEO, the Manager of Communications is a new position responsible for developing and executing a communications and marketing strategy that aligns with, and builds upon, the comprehensive branding and messaging work conducted for the Foundation in 2019 by [Mission Minded](#).

NVCF is seeking a candidate who can move from thinking to doing with energy and enthusiasm, while quickly gaining fluency in the voice of the Foundation. The person hired for this position will work closely with the President & CEO, the Marketing & Asset Development Committee of the Board and other staff to meet the communications and marketing objectives of the Foundation's 2018-2023 Strategic Plan, one of which is to consistently communicate the mission and accomplishments of NVCF to a host of target audiences.

The Manager of Communications will share one full-time Administrative Associate with the President & CEO and work closely with the Vice President of Community Impact, who is responsible, along with the President & CEO, for a host of communications and marketing activities that both are eager to share, and eventually transfer, to this position.

## *Responsibilities*

### **Communications & Marketing**

- Develop and execute a new communications and marketing plan for the Foundation with the key messages that emerged from NVCF's 2019 engagement with Mission Minded, and in concert with a new visual identity that was launched in mid-2020.
- Write and/or co-author press releases, social media posts, email newsletter stories, annual reports and other publications, working closely with other members of the NVCF team, across multiple departments.
- Create innovative ways to build awareness of NVCF among target audiences, through events, communications, partnerships and public relations.
- Draft talking points for the President & CEO for media interviews and public speaking engagements. Serve as a spokesperson for NVCF as necessary.
- Identify new opportunities to forge deeper emotional ties to Foundation donors and potential donors (because NVCF's approach to communications and marketing has historically been ad-hoc, responsive and opportunistic instead of strategic, consistent and pro-active).

## *Candidate Qualifications and Experience*

At least five years of experience in communications and marketing roles, with a career trajectory of increasing responsibility and expanded duties. The successful candidate will be a short-term sponge and a long-term fountain: able to quickly digest and embody the essence of our brand, then generate a steady stream of new ideas and better approaches for the Foundation's work. They will be a gifted communicator and storyteller, both verbally and in writing; an uncommonly attentive listener; a sympathetic and supportive colleague; a team player; and, above all, no shrinking violet.

Preference will be given to candidates who have hands-on experience in all aspects of communications and marketing, with greater weight, in judging applications, on the former.

Experience working with Boards, volunteers, and high net worth individuals is desirable, as is experience in fundraising.

## *Education*

Bachelor's Degree required.

## *Personal Attributes*

The ideal candidate will be entrepreneurial, creative, passionate about philanthropy, energized by communications, and inspired by the work of NVCF. They will be supremely confident but also down-to-earth; and just as comfortable making small talk with retired schoolteachers as they are with retired venture capitalists.

The Manager of Communications must be a hands-on, "get-it-done" individual as well as a strategic thinker. They must possess emotional maturity and work well both independently and as part of a small, close-knit team. They must have experience at developing collaborative relationships, internally and externally, with various constituencies -- and will be called upon to develop such relationships with NVCF's constituencies, including donors, nonprofits, fellow staff, Board members, the public, the media and local civic leaders.

The successful candidate will possess extraordinary people skills; a near-obsessive drive for excellence; and a strong appetite for building something new and better in the context of a highly successful, nimble and forward-looking organization. An out-of-the-box thinker who dislikes the phrase "out-of-the-box thinker" is preferred.

### *Compensation*

High \$60,000's to low \$70,000's depending on the skills and experience of the applicant. The position is a full-time, exempt position and includes a comprehensive employee benefits package. Napa Valley Community Foundation is an equal opportunity employer.

To apply, please send a cover letter, resume and short (1-2 page) writing sample by email to:

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**Please note:** any cover letter that doesn't expressly address why a candidate's skills and experience make them a good fit for this particular position will not be reviewed.