



The
**COMMUNITY
FOUNDATION**
of the New River Valley

DIRECTOR OF COMMUNICATIONS AND OUTREACH

Overview: The Director of Communications and Outreach leads marketing, communications, and stakeholder outreach at the Community Foundation of the New River Valley. This full-time position reports to the Executive Director and has executive-level responsibility for significant aspects of the Foundation's work, including oversight of execution, updating, assessment, and reporting related to the Foundation's Marketing and Communications Plan.

The Director also provides leadership for the development, implementation, and operation of strategic initiatives for the Foundation, including:

- Leading corporate fundraising efforts in partnership with the Executive Director; supporting the Executive Director on other development work.
- Managing the Foundation's community partnerships and capacity-building activities (e.g., planning and overseeing workshops and programs for nonprofit leaders).
- Overseeing the Foundation's online fundraising strategy and platform (GiveLocalNRV), both for the Foundation individually and for regional nonprofits using the platform (e.g., access to the platform, running an annual Giving Day).

This position and the person selected is part of a small leadership team that works closely together to accomplish the most important priorities and activities of the Foundation. While responsible for marketing, communications, and outreach, the Director works collaboratively with other team members to support the overall work of the organization, contributing to event and project management as needed. The position will work out of the Foundation's office in Christiansburg, Virginia. It includes some early morning and evening meetings, and occasional travel throughout the New River Valley (counties of Floyd, Giles, Montgomery and Pulaski and the City of Radford) and surrounding regions.

Duties and Responsibilities

As described above, the Director is primarily responsible for advancing the goals articulated in the Marketing and Communications Plan. These currently include, but may not be limited, to:

- Support the Foundation's short- and long-term fundraising efforts:
 - Providing fundraising leadership and support as described in the position overview and managing the Foundation's online fundraising platform and strategy (GiveLocalNRV).
- Raise recognition and awareness of the Foundation:
 - Manage all Foundation websites and social media outlets.
 - Create and execute print and electronic publications.
 - Issue press releases and work with regional and state media to grow recognition and awareness of the Foundation.
- Support, enable, and ensure the cultivation of relationships for the Foundation:
 - Manage the Foundation's community partnerships and capacity-building activities, including planning and implementing professional development programs for nonprofit and community leaders.
 - Representing the Foundation as part of strategic partnerships with other organizations or coalitions on an as-needed basis.

- Engage in continual service and process improvement for marketing and communications activities.
- Other duties as assigned.

Qualifications

- Three to five years of experience in marketing and communications, public relations, development, or a related field.
- Bachelor's degree in communications, marketing, public relations, or a related field.
- Strong diplomatic, interpersonal, and consultative skills.
- Excellent communicator and collaborator.
- Outstanding writing and presentation skills.
- Experience in designing, implementing and managing strategic projects.
- Demonstrated ability to organize and manage resources to achieve goals and objectives.
- Strong assessment and analytical skills; comfortable with databases and donor data management.
- Significant experience with Word, PowerPoint, and Excel required. Experience with Constant Contact, WordPress, and Adobe Creative Suite preferred. The individual must be comfortable learning and navigating new systems.
- The individual in this position must be capable of proposing, developing, and implementing a comprehensive communications and outreach strategy, of leading or accommodating related changes in the long- and short-term; and of understanding and communicating this strategy to others.
- Commitment to continuous improvement, ability to seek and tailor best practices to the Foundation's context, and operate with flexibility.
- Positive orientation with strong self-direction; willingness to support team needs and pitch in to assist other areas when needed.

Compensation: Compensation commensurate with experience to include salary and benefits package.

About the Community Foundation

Founded in 1994, the Community Foundation of the New River Valley is a place-based philanthropy dedicated to investing in our community, now and for future generations, by encouraging charitable giving, supporting innovative programs, and nurturing collaboration. Serving the counties of Floyd, Giles, Montgomery, and Pulaski, and the City of Radford, Virginia, we:

- Work with donors to establish and manage permanent, charitable endowments benefitting the New River Valley.
- Invest and grow our funds to address current and future community needs in all aspects of community life including animal welfare, arts and culture, civic affairs, education, environment, health, poverty, family supports, parenting, and care.
- Convene nonprofit, government, business, and community leaders to identify and understand our community's challenges, develop long-term solutions, and provide start-up and ongoing financial and in-kind support.
- Build the effectiveness and capacity of our nonprofit leaders by providing technical support and professional development opportunities.

The CFNRV currently manages nearly \$11 million in assets and awards over \$400,000 annually in grants and scholarships. Additional information can be found at cfnrv.org.

Submit cover letter, resume, and list of at least three references to Dr. Jessica Wirgau at jessicawirgau@cfnrv.org or to PO Box 6009, Christiansburg, VA 24068-6009.

Review will begin the week of January 20, 2020 and continue until the position is filled.