



Title: Director of Communications

Reports to: Chief Advancement Officer

Position Overview: The Director of Communications works to develop and implement comprehensive communications to increase fundraising and organizational visibility.

Start Date: Summer 2021

Responsibilities: The Director of Communications will lead in the creation and implementation of an annual communications and marketing strategy in order to support and strengthen Steppingstone's fundraising program. This position will work closely with the Director of Leadership Giving and Engagement and the Director of Annual Giving and Events. The Director of Communications will also serve as a resource for other departments in the organization and must have strong written and verbal skills with a specific focus on fundraising writing.

Strategy Work

- Develop, implement, and evaluate the annual communications plan across the organization's audiences in collaboration with the Advancement team
- Create communications content that engages audience segments and leads to measurable action, including deciding who, where, and when to disseminate
- Put communications vehicles in place to create momentum and awareness as well as to test the effectiveness of communications activities

Project Management

- Manage all aspects of website rebuild and redesign project and subsequent ongoing content updates
- Create and manage communications calendar to ensure timely distribution of print and electronic materials, help keep team members on track with deadlines
- Oversee vendors on printed and electronic materials, including website, photography, video production, etc.
- Serve as liaison with external marketing firm (to be hired)

External Communications

- Coordinate social media platforms including strategically engaging audiences and identifying new opportunities to increase followers
- Create and manage production of annual appeals, invitations, one-pagers, donor reports, newsletters, the annual report, and other materials as needed to support individual and institutional donor relations



- Support specific comprehensive (Annual and Endowment) Campaign communications

Additional Responsibilities

- Meet regularly with members of the program staff to collect data, anecdotes, and other information to stay current and connected
- Ensure brand consistency internally and externally
- Support presentations for internal and external audiences
- Support public relations efforts, including identifying opportunities for media coverage and writing and submitting press releases

Required Knowledge and Skills:

- Cross-cultural sensitivity and experience working with diverse populations
- Demonstrated commitment to educational equity and college access
- Exceptional verbal and writing skills with a focus on fundraising writing
- Strong mastery of electronic media such as websites, e-newsletters, social media, & other web platforms
- Experience with project management and collaboration across an organization
- Highly organized, strong attention to detail, results oriented
- Strong editing skills
- Proficiency in Google Workspace and/or Microsoft Office
- Proficiency in Constant Contact (or similar applications)
- Design/layout experience with programs such as Canva and InDesign
- Knowledge of Salesforce a plus

Education and Work Experience:

- 3-5 years of professional experience preferred
- College graduate with a degree or equivalent work experience in communications, fundraising, English, journalism, marketing or related field

Salary: \$70,000 - \$75,000

Physical Demands:

- Lifting up to 20 pounds, standing, walking, sitting, reaching, operating computer and office equipment

To Apply:

Please input your resume and a thoughtful cover letter outlining how your skills and experience meet the qualifications of the position, and how you learned about this position, by following [this link](#) and selecting “**Director of Communications**”. Applications will be reviewed on a rolling basis.



Steppingstone Core Values

Power of One

- We honor every voice and believe we are strongest when we work together.
- We recognize, respect, and nurture the fullness and complexity of each member of our community.
- We believe in the power of belonging and seek to create a welcoming and inclusive culture.

Walk the Walk

- We partner with every Scholar and family, supporting them holistically throughout their own educational journey.
- We work with clear and measurable purpose, using data to drive collective decision-making and challenge assumptions.
- We create spaces for difficult conversations to transform our thinking and move us forward.

Embrace Growth

- We strive to operate as an anti-racist organization and commit to continuous learning and action in the service of this goal.
- We provide opportunities for everyone in our community to flourish and reach their full potential.
- We make time for reflection, learn from past experiences, and take initiative in response to changing needs and new ideas.

The Steppingstone Foundation is an equal opportunity employer and will not discriminate against any individual, employee, or application for employment on the basis of race, color, marital status, religion, age, sex, sexual orientation, national origin, or handicap, as defined by law.