

Director of Communications

Job Description

Position: Director of Communications

Status: Full-Time, Exempt

Supervisor: President & CEO

Summary: Big-thinking, brand-driven leader responsible for advancing the marketing initiatives and management of the Foundation's brand. Builds the Foundation's position through strategic communications to its target audiences. Responsible for a broad range of marketing activities that drive awareness of and engagement with the Foundation through owned, social, earned and paid media channels.

The ideal candidate is a highly-organized, strategic thinker with a record of success in brand marketing and project management. He/she is a self-starter with a keen eye for detail and who can envision a campaign's content, layout and design.

Organization: DuPage Foundation is the County's philanthropic leader. As a 501(c)(3) public charity, we receive contributions from individuals, corporations, organizations, and foundations seeking to make a difference for our community. We have grown to more than \$110 million in assets and granted more than \$55 million to not-for-profits serving the residents of DuPage County and beyond.

Brand Management:

- Evangelize and govern the Foundation's brand standards; ensure that the brand identity remains relevant and fresh.
- Inform grantees and other partners on ways to credit the Foundation's support and involvement.
- Design and maintain a dynamic website that showcases the Foundation's brand.
- Reinforce adherence to the style guide, especially the correct use of logos and taglines.

Leadership:

- Continue implementing the Community Engagement quadrant of the 2020 – 2024 strategic plan.
- Execute a comprehensive marketing plan and budget to optimize results.
- Orchestrate the activities of the industry leaders serving on the Marketing Committee.
- Build and direct a team of communications staff, contractors and consultants.
- Inspire volunteer leaders and staff to advocate for the Foundation.

Execution:

- Increase the effectiveness and reach of our messaging to engage more people in philanthropy.
- Collaborate with graphic designers and print vendors on a variety of traditional and digital media.
- Oversee the writing, designing, and distribution of annual reports, newsletters, direct mailings, presentation decks, brochures, eblasts, advertising, displays and social media.
- Develop and implement KPIs for marketing effectiveness and calibrate accordingly.
- Produce donor/grantee stories, photos, videos and messages that compel key audiences to action.
- Create a calendar for publications, social media, web updates, mailings, and design projects.
- Market key initiatives including Arts DuPage, Bright & Early DuPage, and Next Generation Initiative.

External Relations:

- Cultivate relationships with media contacts, pitch them story ideas and generate regular releases.
- Secure speaking engagements for staff and volunteers.
- Lead on event marketing including the annual Benefit dinner.
- Oversee affiliate fund and donor-initiated marketing activities.
- Represent the Foundation at various community events.

Qualifications:

- Bachelor's degree in Communications, English, Journalism, Marketing, or related field.
- Persuasive storyteller with a genuine interest in the Foundation's vision and mission.
- Minimum of five years of relevant experience with demonstrated success.
- Not-for-profit experience preferred and a knowledge of DuPage's philanthropic landscape a plus.
- Proficiency in OfficeSuite, Adobe Creative Suite, and Canva.
- A digital native skilled in social media listening, content development, and data analysis.
- Experience in database management and segmentation for targeted marketing.
- Able to meet deadlines while prioritizing and managing multiple projects simultaneously.
- Ability to build trusted relationships and be an effective ambassador among diverse constituents.
- Capacity and willingness to work beyond regular business hours.
- Adept at editing and proofreading.

To Apply: Email a PDF résumé and cover letter with "Director of Communications Position" in the subject line to Hiring Manager at apply@dupagefoundation.org. Applications will be considered under the strictest of confidence. **NO CALLS PLEASE.**

Hiring Policy: The DuPage Foundation considers applicants for all positions without regard to gender, race, color, religion, age, national origin, ancestry, disability, political affiliation, marital status, sexual orientation, pregnancy, or any other legally protected status.

The DuPage Community Foundation d/b/a DuPage Foundation raises the quality of life throughout DuPage County by fostering philanthropy, connecting donors to area needs, and building community partnerships.