

## INDEPENDENT SECTOR

### VICE PRESIDENT OF COMMUNICATIONS

<http://www.independentsector.org/>

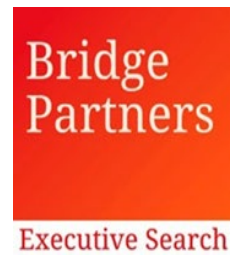
#### **The Organization**

Independent Sector (IS) is the only national membership organization that brings together a diverse community of changemakers, nonprofits, foundations, and corporations working to strengthen civil society and ensure all people in the United States thrive. We envision a world of engaged individuals, robust institutions, and vibrant communities working together to improve lives and the natural world and strengthen democratic societies. To help create this future, we lead and catalyze the charitable community, partnering with government, business, and individuals to advance the common good through our Sector Health, Policy & Advocacy, and Community Building initiatives. Our organizational strategies are results-centered and racial equity-focused.

This is an exciting time for IS. In 2023, we welcomed Dr. Akilah Watkins, the first woman of color to lead IS as the President and CEO. We successfully reconvened (since 2019), our first in-person national conference – Upswell – in Dallas, TX, welcoming hundreds of national leaders to the South to share their work committed to an equitable future. A big decision was made in June by the Supreme Court on Affirmative Action. We maintained our commitment to sharing critical knowledge and resources while partnering with the Council on Foundations to develop an amicus brief supporting racial equity work.

We also understand the importance of having a voice and a seat at the policy-making table and having deep relationships with the White House and Congress. In 2023, we led a national listening tour in various cities, including Chicago, New York City, Atlanta, Minneapolis, Dallas, and Seattle to hear directly from organizers, funders, and institutional leaders on the challenges and opportunities our sector faces. We plan to invite additional voices to the conversation in Phoenix, Los Angeles, as well as Washington, DC.

At IS, we are looking for passionate people with a deep working knowledge of the social sector who want to strengthen non-profit institutions and, through them our nation. We equally value those who show up as their whole self, as we tremendously value diversity, equity, and inclusion. As a leader, you will play a pivotal role in shaping the future of our team. Join us in this leadership role if you are ready to make a meaningful impact, drive positive change and lead with passion and purpose.



## The Role

**Location:** Washington, DC

**Reports to:** Chief Executive Officer

**Overview:** The VP of Communications reports to the President and CEO and serves as a key leadership team member responsible for developing and executing IS' communication strategy. They will develop a world-class communications plan for IS, directly managing communications activities that promote, enhance, and protect the organization's brand reputation. The VP of Communications will be responsible for the development, integration, and implementation of a broad range of public relations activities relative to the strategic direction and positioning of IS, to include print publications, web, e-news, media, public relations, and marketing.

**Salary Range:** \$171,500 – \$190,567

## Key Responsibilities

### ***Strategic Communications***

- Develop and implement an integrated strategic communications plan to advance IS' brand and broaden awareness of its programs and priorities.
- Increase the visibility of IS' programs across key stakeholder audiences.
- Create marketing/public relations strategy that will allow IS' leadership to cultivate and enhance meaningful relationships with targeted, high-level external audiences, including the media and key influencers.
- Identify challenges and emerging issues faced by the organization. Work with the leadership team and staff to recognize internal and external communications opportunities and solutions and define and execute appropriate strategies to support them.
- Serve as communications counselor to IS' leadership.
- Develop and enforce brand guidelines to maintain a strong and recognizable brand presence.
- Develop and implement crisis communication plans to effectively manage and respond to potential reputational risks.
- Serves as a key decision maker during crisis situations, providing clear and timely communication.
- Oversee the day-to-day activities of the communications function including budgeting, planning, and staff development.

### ***Media Relations/Public Relations***

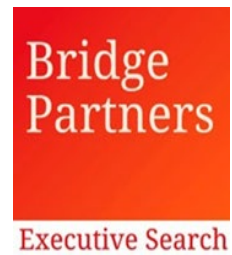
- Oversee development of IS' print communications including the annual reports, marketing collateral materials and electronic communications including IS' website and new media.
- Manage relationships with associated vendors.
- Serve as a spokesperson and lead point person on media interactions that help promote and/or impact the organization.
- Exercise judgment to prioritize media opportunities, and prepare talking points, speeches, presentations, and other supporting material as needed.
- Actively engage, cultivate, and manage press relationships to ensure coverage surrounding IS' programs, special events, public announcements, and other projects.
- Oversee the creation of compelling and impactful content for various channels including press releases, articles, social media, and marketing materials.
- Respond to media requests for information and oversee development of press/information kits, news releases, news materials, and fact sheets on organizational programs and initiatives. Proactively seek media opportunities and op-ed placements.
- Develop and oversee digital and social media strategies to enhance IS' online presence.
- Monitor trends and implement innovative approaches to engage and expand the organization's audience.

### ***Team Leadership***

- Manage a communications team to support the development and execution of the communications strategy.
- Foster a collaborative and inclusive team culture of mentorship that encourages innovation and excellence.
- Conduct yearly performance evaluations and implement the appropriate professional development tools and training to ensure the achievement of employee goals and performance benchmarks.
- Provide constructive and timely performance feedback.
- Interview, hire, and oversee daily workflow and training of direct reports.
- Directly manage the team: motivate, support, and direct employees, taking disciplinary action if required.

### ***Stakeholder Engagement***

- Cultivate and maintain effective relationships with key stakeholders, including funders, partners, and community organizations to ensure effective communication and alignment of messaging.
- Represent IS at public events and conferences.



### Qualifications

- Demonstrated experience and leadership in managing a comprehensive strategic communication, media relations, and marketing program to advance an organization's mission and goals.
- Exceptional written, oral, interpersonal and presentation skills and the ability to effectively interface with senior management, the Board of Directors, and staff.
- Ability to operate as an effective tactical as well as strategic thinker to include the ability for translating strategic thinking into action plans and output.
- Demonstrated skill and comfort in proactively building relationships with reporters and editors, and in successfully positioning subject matter with the media to achieve high-impact placements.
- Demonstrated experience in planning, writing, editing, and production of newsletters, press releases, annual reports, marketing literature, and other print publications and directories.
- Experience building, mentoring, and coaching a team of communications staff.
- Excellent judgment and creative problem-solving skills, including negotiation and conflict resolution skills.
- Ability to make decisions in a changing environment and anticipate future needs.
- Energetic, flexible, collaborative, and proactive; a team leader who can positively and productively impact both strategic and tactical finance, and administration initiatives.

### Experience and Education

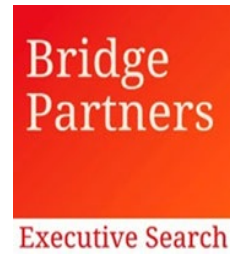
- Bachelor's degree in marketing/communications discipline (journalism, communications, marketing, public relations, etc.).
- Minimum of ten (10) years of communications, marketing, and/or PR experience, including at least five (5) years in a senior role with responsibility for managing the reputation of and setting vision and communications strategy for a major nonprofit, government, or corporate entity.

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### *What Drives Us*

**Sector Health**—We conduct research and analysis to better understand the health of the nonprofit sector and to inform policy and practice changes that will lead to healthy, trusted, and equitable nonprofit institutions.

**Building Community**—We build community among changemakers who work and volunteer in the social sector in order to create a growing sense of agency of the community, and to build its power in service of a healthy and racially just society.



**Public Policy**—We develop and advocate for public policies that strengthen the nonprofit sector and the communities they serve. We serve as the voice of the entire sector on pressing legislative and economic issues in the sector.

### **Why Choose Us**

- **Competitive salary package:** that reflects your skills, experience, and contributions.
- **Comprehensive benefits:** 100% employer covered for self to include coverage for health, dental, vision, life, disability insurance and additional coverage for dependents.
- **Retirement Contribution:** We will match up to 7.5% of your 403(b) retirement savings.
- **Leave Options:** Unlimited time off, paid time off (PTO), 14 holidays, parental leave, and DC FMLA
- **Work life balance:** Flexible hours core hours with a hybrid work schedule (3 days of telework), access to wellness and employee assistance programs (EAP).
- **Professional Development:** A yearly stipend for continuous learning and professional development.
- **Company Events and Social Activities:** Participate in companywide events, team building activities and social gatherings.
- **Inclusive and Collaborative Culture:** Be a part of a diverse and inclusive workplace where your unique perspectives and contributions are valued.
- **Advocacy:** Opportunities to travel, engage, and represent IS at various meetings and conferences

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If you or someone in your network is interested in exploring this opportunity, please submit a cover letter & resume to:

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