



COMMUNICATION MANAGER, THE SCHULTZ FAMILY FOUNDATION

SECTOR:

Foundation/Philanthropy

FUNCTION:

Communications Leadership

LOCATION:

WA - Seattle metropolitan area

ABOUT THE ORGANIZATION

The Schultz Family Foundation (SFF), established in 1996 by Sheri and Howard Schultz, creates pathways of opportunity for populations facing barriers to success. By investing in innovative, scalable solutions and partnerships in communities across the country, the Foundation aims to help unlock people's potential and in doing so, strengthen our businesses, our communities, and our nation. The Foundation focuses its efforts on two groups nationally with enormous promise: the 4.6 million youth and young adults aged between 16 and 24 who are out of school and out of work, and the 2.8 million Post-9/11 veterans and the approximately 250,000 service members that will transition from active, National Guard, or Reserve duty back to civilian life each year.

Opportunity Youth

There is a group of young people that are disconnected from the systems that were built to serve them. These individuals are often born into situations that make pathways to opportunity challenging. The Foundation believes that one's potential should not be determined by their zip code and that this generation of young people represents assets that can have a significant impact on the future of our country. Through its Opportunity Youth portfolio, SFF forges unique partnerships and invests in clear pathways to employment. The portfolio also focuses on innovative initiatives in areas such as mentorship, job readiness, and access to housing. These initiatives endeavor to empower Opportunity Youth and help to close the opportunity gap for young people.

Post 9/11 Veterans and Their Families

Post 9/11 veterans are returning to civilian life with diverse skills and tremendous potential, but many experience difficulties when they leave military service and transition to civilian life. The Foundation's investments focus on ensuring the transition experience is as seamless and successful as possible by supporting service members and their families before they transition. It also focuses on reintegration

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strategies that help veterans and their families navigate services post-transition. These investments enhance and accelerate employment opportunities through innovative training and career placement programs and coordinated access to services. To further these efforts, the Foundation works to ensure that employers and civilians understand the strengths and talents of our veterans, and the contributions they can make when they return home. The Foundation's programs support not only transitioning service members but also military spouses and their families.

Responsive Giving: homelessness, disaster relief and other

While the Schultz Family Foundation focuses the bulk of investments on programs that have a national impact, the Foundation recognizes the strength of communities when they are healthy and interconnected. Unfortunately, a national homelessness crisis is leaving more and more people without a safety net, and communities around the world are being destroyed by national disasters. These, and other similar critical moments require quick responses in order to help make life better for others. The Foundation proudly invests in programs that address homelessness, as well as initiatives that provide basic needs, disaster relief, health & education, and animal welfare.

ABOUT THE POSITION

The Communications Manager will lead and manage all aspects of the Foundation's strategic communications, both internal and external. S/he/they will set and guide the Foundation's brand and strategy for all communications, including digital communications, public relations messaging, and collateral to consistently articulate the Foundation's mission and strategic direction across a diverse range of audiences. Working closely with the Executive Director, the leadership team and an external agency currently under contract, this position will be expected to identify, build, and manage external relationships with key media outlets, create content (written, digital or video) as needed, and collaborate with counterparts in the public and private sectors. The ideal candidate is both strategic and hands-on, able to translate creative and bold ideas into a communications plan and execute on the plan, while maintaining the agility to change direction as needed. S/he/they will be a self-starter who brings a lens of equity and inclusion to the work. The successful candidate will be inspired by the mission of the Foundation and the opportunity to work in an open, collaborative culture that is welcoming of all voices and perspectives.

Responsibilities and essential job functions include, but not limited to:

- Enhance and continually evaluate the Foundation's overall core narrative and messaging framework to reflect the SFF vision, mission and guiding principles, insuring that it sets a tone of equity and inclusion.
- Ensure that SFF messaging has a consistent voice that addresses a variety of audiences across all Foundation communications.
- Continue to develop and manage SFF brand guidelines and quality standards. Lead and manage SFF communications including working with internal and external partners to develop and implement strategic plans to advance the overarching mission of the foundation and its desire to change the national narrative on veterans and youth.
- Create an SFF publishing calendar and execute against it to create momentum for the Foundation's efforts and impact.
- Set clear communication goals and specific portfolio teams.

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- Write/prepare speeches, press releases, talking points, presentations, collateral materials, etc. that capture the voice of the Foundation and its trustees and represent the mission and goals of the unique strategies as well as the Foundation as a whole.
- Build, develop and expand upon Foundation contact and distribution lists to increase reach of outreach and messaging across multiple platforms.
- Lead, prepare and manage content development, cadence, and distribution of communication assets, including, but not limited to, the Foundation website, blog, grant updates and newsletters, social media (Twitter, Instagram, LinkedIn etc.), and video projects.
- Act as primary spokesperson on matters pertaining to SFF messaging.
- Arrange media visits and press events to promote positive SFF stories for placement in top-tier publications.
- Lead the development of grantee/partner communications deliverables for appropriate grant levels.
- Identify, manage and collaborate with external consultants and vendors, including a public relations firm, photographers, videographers, graphic designers, etc. Develop and maintain contracts, as needed. Track and evaluate progress to ensure deliverables are met and spending is within budget.
- Create and manage budgets guiding annual spending on internal and external communications resources.
- Provide input to Executive Director regarding opportunities for trustee/board engagement, op-ed placements, thought-leader blog posts, which communicate the voice of the Foundation.
- Build the Foundation's communications assets, tools and infrastructure to support Foundation and portfolio-level narratives. These tools include, but are not limited to: photo library, digital assets, stories from the field as well as systems and processes.
- Prepare Executive Director for the role of spokesperson by coordinating media training, presentation skills coaching, and other assistance, as needed.

Qualifications

- Minimum of 8-10 years in communications - experience leading a strategy development and implementation process to support a multi-year communications plan that works across platforms, targets diverse audiences, and leverages key partnerships.
- Experience building and leading diverse and dynamic teams.
- Experience working with high profile leaders (Presidents, CEOs, Boards of Directors, etc.), which requires an elevated level of confidentiality.
- Experience working on complex social issues; ability to translate policy and research for stakeholders and a cross section of audiences.
- Ability to assess and understand organization's culture, structure and dynamics to implement effective solutions.
- Excellent written and verbal communications skills as well as proven success implementing social media strategies.
- Demonstrated ability to prioritize, focus, and proactively execute multiple projects simultaneously in a fast-paced and fluid environment.
- Strong track record of success dealing with top-tier media and creating/implementing social media as part of an integrated communications strategy.
- Ability to travel.

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REPORTS TO: Executive Director

LOCATION AND COMPENSATION

- Position is based in Seattle, WA, and will occasionally require travel. Salary will be competitive and commensurate with experience.

TO APPLY

Please send your resume, a cover letter detailing how your experience aligns with the requirements of the position, and one relevant professional writing sample to mskarenrea@gmail.com by December 14, 2018. Please indicate SFF Communication Manager in the subject line of your email.

Submission deadline is December 14, 2018. First round interviews will be conducted in the end of December and in-person interviews will take place in January.

Schultz Family Foundation is an equal opportunity employer.

All qualified applicants will receive consideration for employment without regard to race, color, gender, sexual orientation, gender identity or expression, religion, national origin, marital status, age, disability, veteran status, genetic information, or any other protected status.

Employment is contingent upon the successful completion of a comprehensive background check.