



Communications Director

Who We Are

The National Fund for Workforce Solutions invests in a dynamic national network of over 30 regional workforce collaboratives taking a demand-driven, evidence-based approach to workforce and workplace development. We leverage this network to pursue four integrated solutions: activate employers to make jobs better, equip workers for success, change systems for improved outcomes, and co-invest for impact. At the local level, the National Fund's partner organizations contribute resources, test ideas, collect data, and improve public policies and business practices that help all workers succeed and employers have the talent they need to compete. Learn more at www.NationalFund.org.

What You'll Do

The National Fund is seeking a Communications Director who will be primarily responsible for collaboratively developing and executing strategic marketing and communications plans that accurately and positively showcase the work of the National Fund to external and internal audiences. This individual is responsible for overseeing the organization's digital platforms (website, email, CRM, etc.), managing public relations activities (media, speaking) and social and content marketing priorities. The position requires working in close collaboration and coordination with program directors and executive team members.

Reports to: Chief Operations Officer

Essential Responsibilities and Functions

- **Communications:** Manage and oversee all aspects of communications for the organization including materials development and distribution, website and digital strategy, email marketing, Google Ad Grants and public relations functions.
- **Coordination:** Lead internal coordination between departments and solutions by managing timelines for communications deliverables and anticipating and overcoming roadblocks, diversions, and time crunches
- **Technical work effectiveness:** Manage communication consultants and serve as a communications expert at the organization. Established leader will also manage communications staff member, consultants and a communications firm.
- **Prioritization:** Deliver on multiple communications products, reports, blogs, presentations and other tools
- **Diplomacy:** Diplomatically manage communications, understanding the intersection of organizational communications objectives and the organization's strategic objectives
- **Engagement:** Actively engage stakeholders in communications, building and sustaining positive working relationships with staff, collaboratives, funders, board members, and others
- **Strategic Thinking:** Envision how day-to-day tasks and projects contribute to the larger goals and objectives of the organization
- **High-quality work products:** Have a keen understanding of, and vision for, high-quality work products and ability to assemble and manage the appropriate resources to deliver them

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- **Delegation:** Leverage abilities and/or capacity of others by transferring full or partial responsibility for a task or project to team members and consultants and to build organizational skills and capacity

Key Competencies

- **Critical thinking:** Ability to think deeply about complicated topics, evaluate arguments, make logical connections, and solve problems. Proven ability to understand the relationship between communication channels and develop content relevant to those channels (digital, print, face-to-face)
- **Emotional intelligence:** Ability to understand own emotions and manage them appropriately, as well as ability to understand the emotions of others and use that to effectively navigate relationships
- **Tolerance for ambiguity:** Comfortable with uncertainty, unpredictability, conflicting directions, and multiple demands
- **Challenge:** Can challenge assumptions about themselves and others and take actions within teams to mitigate the impact of inequities and develop trust amongst team
- **Decisiveness:** Ability to make decisions on behalf of the organization following vision, process, and protocols in place and manage internal and external communication channels - including writing, editing and content marketing
- **Delegation:** Leverage abilities and capacity of others by transferring full or partial responsibility for a task or project to an employee or team member and builds organizational skills and capacity
- **Thought leadership:** Is a thoughtful leader in promoting and communicating the organization's mission and values. Comfortable with measuring the impact of communication activities on organizational priorities

Required Education and Experience

- Industry credential, associate degree, bachelor's degree, or equivalent experience
- Minimum of 8 years of experience in the communications field
- Experience and understanding of workforce development and/or related field
- Experience developing and implementing communications strategies
- Excellent writing/editing and verbal communication skills across a wide range of styles and for multiple channels.
- Experience working in a team-based approach
- Desire to advance racial equity and inclusion and improve conditions of low-wage workers and job seekers
- Demonstrated commitment to racial, social, and economic justice
- CRM experience, preferably Every Action
- Knowledge of program management tools such as ASANA

What You Should Know

Work Environment

- Work schedule will normally be Monday through Friday
- Work location is flexible. If working remotely, travel to the National Fund's DC office will occur on a regular basis (at minimum six times per year) in addition to other organizational travel such as board meetings and annual events
- Proof of COVID-19 vaccination required for all employees

Compensation and Benefits

- Salary range is \$95,000-\$125,000. Salary depends on relevant experience.
- Excellent benefits package including healthcare, vision and dental covered at 90% for employees and dependents, 401k (with 3% non-elective employer contribution), paid time off including holidays, vacation, sick/wellness days, and more.

Application Process

Interested applicants should submit a resume, cover letter, and brief writing sample (in **one** PDF or Word document) by [filling out this form](#). Applicants may be asked for additional materials or references as they advance through the interview process.

The National Fund is an equal opportunity employer committed to sustaining a diverse community with a work environment that is welcoming, respectful, and encouraging to all.