



Director of Communications

About Incouragement

Established in rural Wisconsin in 1994 to serve the changing needs of the south Wood County area, Incouragement has become a nationally-recognized leader in place-based philanthropy and community development. Guided by values of equity, opportunity and shared stewardship, Incouragement envisions a community that works well for all people. Incouragement's work focuses on growing a strong and inclusive local economy through resident engagement, learning and community investment. For more information visit www.incouragementcf.org.

Position Overview

We are seeking a values-aligned, dedicated team player to serve as Director of Communications. This person will be responsible for the management and implementation of Incouragement's communications strategies, in coordination with the Communications Team, Leadership Team, CEO and Board of Directors.

Responsibilities

- Serves as a thought partner, strategic leader and point person for communications.
- Manages the Communications Team, which would include delegating responsibilities and reviewing performance.
- Acts as a member of the Leadership Team, participating in strategic planning and decision-making, keeping the Communications Team informed and ensuring adherence to the organizational communications strategy.
- Plans, develops and directs strategic communications, increasing awareness of Incouragement's work, goals and fundraising needs.
- Partners with staff to plan and develop compelling communications that translate complex concepts, often from multiple information sources, into simple message(s) targeting various key audiences.
- Responsible for development and management of Incouragement's message platforms in coordination with the Leadership Team, CEO and Board of Directors.
- Works with the Leadership Team and CEO to translate and communicate key initiatives; taking an idea from concept, showing how it fits into Incouragement's strategic plan, and connecting it with industry, legislative and community priorities.
- Leads and supports internal and external communication strategies through various channels to achieve desired results. This includes ensuring a consistent approach to positioning and execution of communications strategies across internal cross-functional teams, in alignment with Incouragement's values and culture.
- Responsible for the development of multiple elements of communications, such as presentations, talking points and briefing materials for the CEO, working closely with the Communications Team and the Executive Support Specialist.
- Effectively represents Incouragement and builds relationships with external partners and stakeholders.
- Oversees Incouragement's website, social media accounts and broadcast email system, regularly creating compelling, strategic and accurate content, while building Incouragement's online community with a consistent voice.
- Occasionally serves as an external speaker, providing presentations, speaking to the media, and giving speeches at public events.
- Manage media relationships, acting as representative of Incouragement, in alignment with Incouragement's values and culture.
- Other duties as assigned.



Specific Skills/Qualifications Needed

- Exceptional writer and editor, with the proven ability to translate complex information and synthesize data, reports and other research.
- Excellent verbal communication skills.
- Excellent interpersonal communication skills, and an ability to collaborate with and build strong relationships across cross-functional teams internally, as well as a wide array of contacts externally.
- Proven leadership, project management, problem-solving, critical thinking and decision-making ability.
- Ability to prioritize effectively and transition seamlessly with multiple projects happening simultaneously, while meeting sensitive deadlines.
- Strategic thinker, with an ability to adapt to changing environments.
- Ability to work independently and be resourceful.
- Familiarity with and desire to stay abreast of new technologies, particularly social networking tools.
- Commitment to continuous learning and ability to accept and give constructive feedback.
- Passion for Incourage's mission and commitment to organization's stated values of equity, opportunity and shared stewardship.
- Bachelor's degree in Communications or related field.
- Typically requires 7 years of experience in leading communication strategies, including experience in developing and administering complex internal and external communication strategies and plans.
- Experience should include 3 years of management experience. Managing media relations and change communications a plus.
- Proficiency using Microsoft Office (Word, Excel and PowerPoint), or similar products. Office 365 and Adobe Suite knowledge a plus.

Competitive Compensation Package commensurate with skill and experience level.

To apply, email your resume, cover letter and a minimum of three communication work samples (a variety is encouraged) to jobs@incouragecf.org by December 21, 2017. No phone calls or walk-ins please. Incourage is an Equal Opportunity Employer.