July 2021

Job Title: Outreach, Marketing and Communications Director
Reports to: CEO
Classification: Full time, exempt
Location: Los Angeles or San Francisco Bay Area. Occasional travel within California. This person will likely work part of time remotely, and part of the time in either our San Francisco or Los Angeles office.

The California Association of Nonprofits (CalNonprofits) seeks an experienced, efficient, and highly motivated individual to serve as our Outreach, Marketing, and Communications Director.

Job Description
This position will work with the CEO to develop, and be responsible for implementing a communications strategy that supports the policy, marketing, outreach, and sales goals of the organization. This position is responsible for website content and management, print, and e-publications.

The Outreach, Marketing, and Communications Director will manage all of CalNonprofits publications, website, social media, and other communications vehicles to meet goals related to public policy impact, influencing the nonprofit sector and the public, voter engagement, membership recruitment and retention, and promotion of CalNonprofits programs and messages. This person will also support and work with staff and board members, and our contracted graphic designer.

Publications and web
● Oversee the launch of CalNonprofits new website, work with our graphic designer to constantly improve and update the site
● Manage and develop content, design, and production of web content, print newsletter, e-newsletters, and other publications
● Increase impact of e-newsletters and messaging, and grow our audience

Marketing, Outreach and Media Relations
● Develop and implement a marketing and public relations plan that advances the organization’s policy agenda, increases membership sales and engagement, promotes free and paid services, and enhances the organization’s image and position with public officials and influencers, nonprofit and foundation leaders, and the public
● Develop relationships with press and obtain earned media
• Identify and connect CalNonprofits to potential members, strategic partners, and supporters
• Ensure quality and alignment of communications
• Position CalNonprofits as important advocate and nonprofit thought leader
• Support online grassroots advocacy campaigns

Required
• Commitment to the mission of the California Association of Nonprofits, appreciation for community nonprofits, and alignment with the organization’s policy and strategy goals
• Strong familiarity with the nonprofit sector, with an emphasis on community-based organizations in direct service
• Must be eligible to work in the United States
• Current California driver’s license
• Demonstrated success with marketing/sales writing
• Ability to communicate successfully in writing, in-person, and on the phone with audiences that have different educational, economic, racial/ethnic, and political backgrounds
• Experience with social media and text communications
• Experience obtaining earned media
• Demonstrated ability to operate in a small-staffed, fast paced, dynamic environment
• Ability to prioritize and manage multiple projects simultaneously
• Advanced skills with Word, Excel, PowerPoint

Bonus points for
• Five or more years of experience in a leadership position involving communications/marketing responsibilities. We welcome applications from people who may have less specific experience but are motivated to learn and grow.
• Experience with nonprofit capacity building
• Familiarity with Wordpress and Apple products
• Access to a car

Salary and Benefits
Salary range: Circa $90,000 depending on experience

We offer 100% employer-paid health and dental insurance, vision coverage, 15 days of PTO, and 12 federal holidays. Retirement plan is 403b with employer-matched contributions eligibility after six months, up to 3% of base salary. Flexible schedule.

CalNonprofits is a Public Service Loan Forgiveness qualified employer and we work to make sure our staff remain qualified for PSLF.

How To Apply:
Please send a cover letter and resume to hiring@calnonprofits.org. No phone calls please. Please put your full name and “Outreach Director” in the subject line.

Candidates will be selected for interviews. Finalists will be asked to complete a writing exercise and web skills test.

It’s important to us that people of all backgrounds see themselves represented and included in our work, and we actively encourage people of all backgrounds to apply. Review of applications will begin immediately and continue until the position is filled. Applicants should apply without delay.

About CalNonprofits
The California Association of Nonprofits (CalNonprofits) www.calnonprofits.org is a statewide policy network, the leading voice for California’s nonprofit community. We are advocates for nonprofits and communities to governments, philanthropy, and the public at large. In addition to our policy work, we provide member benefits such as health insurance access, office supply discounts, and other choices. We are headquartered in San Francisco with offices in Sacramento, Capitola, and Los Angeles.

The California Association of Nonprofits is an equal opportunity employer and does not discriminate in employment opportunities or practices on the basis of race, color, religion, sex, national origin, age, disability, or any other characteristic protected by law.