



## Director of Communications | New York, NY

Reporting to the Vice President, Program Development & Strategy, the Communications Director collaborates with all members of the Jackie Robinson Foundation (JRF) team ensuring a consistent brand voice across internal and external constituents. The Director of Communications will be responsible for developing and implementing a mission focused communications strategy which includes the JRF scholarships, programs, and the Jackie Robinson Museum.

### Essential Functions

- Develop and implement a dynamic mission focused communications strategy that includes online advertising, social media, email marketing, speeches, presentations, tv, radio, and print. Strategy should ensure increased visibility of JRF, JRF Scholars, and the Jackie Robinson Museum.
- Collaborate with JRF staff to ensure a consistent brand voice for all communications and marketing materials across a wide range of messages.
- Maintain an organization wide content calendar for all communications and marketing, including but not limited to social media posts, press releases, and e-newsletters.
- Generate all external communication materials including but not limited to social media posts, press releases, op-eds, and e-newsletters. Provide copy editing as needed by JRF team members for materials including but not limited to Board memos and scholar communications.
- Report on performance of all external communications including website analytics and marketing campaigns. Analysis includes success measurements relative to peer organizations.
- Respond to and manage all media requests in a timely manner aligned with a positive brand voice. Provide media training, interview preparation, and talking points for JRF staff and JRF Scholars to promote the JRF brand.
- Monitor news mentions of JRF, share coverage with JRF team, and amplify on JRF channels when appropriate.
- Build and maintain relationships with JRF influencers, a database of media contacts, and a library of media materials.
- Manage crisis communications with JRF leadership team.

### Education and Experience

- Bachelor's degree in marketing and communications or a related field.
- Seven to ten years of experience managing the communications function of a small to medium sized organization to include planning and execution of communications programs, goal setting, and planning.
- Experience managing communications and marketing in a foundation or not-for-profit is preferred.

## **Qualifications**

- Excellent written and verbal communication skills
- Strong research skills
- Experience with volunteer boards
- Advanced skills with social media and website management including databases and CMS
- Excellent organizational, management, and interpersonal skills
- A temperament that values and genuinely enjoys a highly collaborative and team-oriented environment
- Able to work independently in a multi-layered team environment fostering positive partnerships, teamwork, and cooperation.

## **Compensation**

Salary will be within a range appropriate for an organization of this size. The benefits package includes comprehensive health insurance, including dental and a vacation and personal days off allowance.

## **Start Date**

This position will be filled as soon as possible.

## **Procedure for Application**

Submit a resume and a brief cover letter describing interest, relevant qualifications and experience, in confidence, to La'Tonya Johnson ([inquiries@jackierobinson.org](mailto:inquiries@jackierobinson.org)).

## **About the Jackie Robinson Foundation**

Founded in 1973 by Rachel Robinson, Jackie Robinson Foundation (JRF) has advanced higher education by providing generous, four-year scholarships and comprehensive support services to highly motivated minority students attending colleges and universities throughout the country. JRF's efforts have led to a consistent 98% graduation rate among JRF Scholars. JRF has disbursed over \$90 million in grants and direct program support to 1500 students who have attended over 260 different colleges and universities across the country. JRF alumni are leaders in their communities and across a broad range of professional fields –and are true ambassadors of Jackie Robinson's legacy of service and humanitarianism. Expanding its mission of education and the Robinson legacy, the Foundation is engaged in constructing the Jackie Robinson Museum in New York City. The Museum, which will include a robust online component, will chronicle Jackie Robinson's storied athletic career and his social impact across society through artifacts, media-rich, state-of-the-art exhibits, and interactive programming.

The Jackie Robinson Foundation has an operating budget of over \$8.6 million and is governed by a twenty-one-member Board of Directors. Its full-time staff numbers eighteen. The quality, dedication and creativity of the staff, and the support and generosity of its Board are strengths of the organization. For more information about JRF, please visit [www.jackierobinson.org](http://www.jackierobinson.org)

*This organization is an equal opportunity employer and welcomes candidates from diverse backgrounds.*