



SUMMARY POSITION DESCRIPTION VICE PRESIDENT OF MARKETING & COMMUNICATIONS

The Organization

The Family Independence Initiative is a national organization developing a platform for social and economic mobility, which over this last decade has demonstrated that investing in people's strengths and initiative delivers stronger, more sustainable and cost-effective outcomes for working poor families. Our strength-based approach, as radical and as old as our democracy, is inspired by the historical successes of poor communities in the U.S.

FII has proven that galvanizing social networks in low-income communities, honoring the self-determination of individual families, and leveraging existing capacities results in dramatic community improvement. Our multi-city demonstrations deliver measurable results for families, funders, and policy makers to break the cycle of poverty.

FII is at an inflection point where tremendous potential exists for us to grow on a national scale. Recent media exposure and a growing set of influential supporters have positioned FII to expand its impact with the potential of creating a new attitude and system of support for working families. FII also has a growing cadre of families that are willing to act as advocates and who we will count on to begin a more ground up movement.

Headquartered in Oakland, California with projects in seven cities nationally. FII is supported primarily by private contributions from Foundations and individuals. It has a current annual budget of \$8 million.

The Position

Reporting to the Chief Executive Officer, VP of Marketing & Communications will be responsible for oversight of public relations, marketing, branding, media, and communications activities. As a new role in the organization, the VP of Marketing & Communications will be a member of the Leadership Team of the organization and over time will build the Marketing & Communications Team. The VP of Marketing & Communications will create and implement a strategy to highlight FII as a technology-focused social justice organization that aims to grow its strength-based approach through philanthropic and government adoption. S/he will work closely with the revenue/partnerships and operations team to spread FII's radical approach of partnering with families and uplift the voice of the families we partner with through their stories and data.

The VP of Marketing & Communications will be responsible for managing FII's publicly facing material including the website, collateral, and social media accounts ensuring brand



integrity and messaging is kept consistent. The VP of Marketing & Communications will work closely with the revenue generating team to translate data reports into marketable communication pieces. S/he will lead the public relations effort aiming to garner national and local attention in media outlets.

Responsibilities

- Develop an integrated marketing strategy that influence system adoption and drives investment directly in the hands of families and/or to FII.
- Develop, implement, and evaluate the annual communications plan to reach segmented audiences
- Lead the generation of content that engages audience segments and leads to measurable action. Decide who, where, and when to disseminate to in collaboration with the partnerships and revenue team and other key organizational departments.
- Manage all public relations activities building relationships with media contacts and ensuring placement in key outlets (newspapers, radio, and TV) both nationally and locally in FII's demonstration sites.
- Develop white papers and communication pieces from FII's Analytics divisions reports to be disseminated to various audiences.
- Put communications vehicles in place to create momentum and awareness for FII's approach as well as test the effectiveness of communications activities.
- Manage the development, distribution, and maintenance of all print and electronic collateral including, but not limited to, newsletters, brochures, and FII's website.
- Coordinate webpage maintenance – ensure that new and consistent information is posted regularly.
- Manage and create content for all FII's social media outlets (twitter, facebook, linkedin, etc).
- In collaboration with leadership team, coordinate internal communications among and across various verticals and team

Qualifications

This is an extraordinary opportunity for a mature leader with seven to ten years of communications and marketing experience, ideally in the non-profit and social justice field. S/he should have excellent written and verbal communication skills and the ability to write for multiple audiences. S/he will ideally have experience in a complex non-profit that has multiple sites and have experience building relationships with key reporters and stakeholders.

Other qualifications include:



- Personal qualities of integrity, credibility, and unwavering commitment to FII's mission; a proactive, hands-on strategic thinker who will own the responsibility for communications
- BA preferred but relevant experience considered.
- A track record in managing media relationships and earned media placements
- A track record in building and implementing communication strategies for multiple levels of an organization
- Strong writing skills with the ability to translate complex data into a story for all audiences to relate to
- Strong interpersonal and communication skills; experience in effectively communicating key data and stories to wide audiences.
- Experience with social media strategy and content creation
- Willingness and ability to work collaboratively amongst diverse remote teams

Compensation

This is a full-time position with a competitive benefits package, including medical, dental, and vision, 401(k), and vacation. Salary is commensurate with experience.

To Apply

To be considered for this exciting opportunity please submit a resume and cover letter via email, with subject line "VP of Marketing & Communications" to Michelle Chao: michelle@fii.org. Your cover letter should outline how your work history and personal contribution would make a difference for FII and FII families.