

Position Description



**RASMUSON
FOUNDATION**

Director of External Affairs

Reports to: Vice President of External Affairs

Direct Reports: Manager of Communications

Manager of Events

Communications Associate

FLSA: Exempt

Position created: May 2022

Position Summary

The Director of External Affairs is responsible for Rasmuson Foundation's communications and events, as well as projects and initiatives of special importance to the Vice President of External Affairs and CEO. Under the direction of the VP of External Affairs, the Director develops and implements communications strategies and content. The Director ensures events are well planned and executed, including convenings of the Foundation with key community partners, and acts as liaison between event staff and the VP of External Affairs. The Director supervises members of the External Affairs team to strengthen internal and external understanding of the Foundation's identity and impact, and to inform, engage and influence key audiences.

The Director works with everyone at the Foundation and should bring a blend of tact, diplomacy, joy and creativity to the position.

Essential Duties and Responsibilities

Communications/Events/Public Policy

- Develop the Foundation's overall communications strategy, guidelines, policies and practices with a strategic lens for internal and external communications, public relations and media protocols.
- Celebrate the work of the sector to tell the stories to a broader Alaska and national audience.
- Embrace and honor the diversity of Alaska and ensure our communications, events and policy work is done with a perspective supporting diversity, equity and inclusion. Monitor industry DEI trends and best practices and recommend strategies to meet DEI objectives.
- Oversee the planning, implementation and evaluation of the annual Grantmakers Tour

of Alaska.

- Proactively identify potential external crisis issues and assist in developing strategies for internal and external constituencies.
- Develop content and strategy and manage staff to produce all communications materials, including Annual Letter to Alaska, monthly newsletter, advertisements, website, social media and videos.
- Create or oversee production of news releases and media pitches.
- Create or assist in production of internal communications materials, talking points and public comments, primarily for CEO, Leadership Team and board members.
- Monitor legislative activities to stay abreast of issues of importance to the Foundation on state and federal levels.
- Develop and maintain advisory networks; regularly convene community and nonprofit sector leaders to help capture and incorporate the perspectives of stakeholders into the Foundation's priorities.
- Plan annual and project-based team schedule and monitor the general tempo of the Foundation's events calendar.
- Prepare annual budget for department and monitor spending throughout year.
- Monitor assigned projects and initiatives of special importance to the VP of External Affairs and CEO.

Supervision

- Supervise and provide direction for members of the External Affairs team to include:
 - Oversight of Communications Associate in administrative duties, publications and social media posts and tracking across platforms.
 - Oversight of Communications Manager and projects.
 - Oversight of Events Manager and specific events.
- Oversight of paid vendors and consultants, as needed.

Other

- Some travel may be required.
- Other duties may be required.

Qualifications

- Alignment with the Foundation's mission and vision.
- Commitment to diversity, equity and inclusion as a core value.
- Excellent verbal and written communication skills.
- Excellent interpersonal and negotiation skills.
- Excellent organizational skills and attention to detail.
- Excellent time management skills with a proven ability to meet deadlines.
- Strong analytical and problem-solving skills.
- Strong supervisory and leadership skills.
- Ability to adapt to the needs of the organization and employees.
- Ability to prioritize tasks and delegate them when appropriate.
- Experience with media in Alaska.
- Fluency with the Microsoft Office suite, including Outlook, Word, Excel, SharePoint and Teams, and demonstrated ability to learn and adopt new software/applications.

Education and Experience

- Bachelor's degree in communications or a related field; master's degree preferred.
- 10 years related full-time professional work experience in nonprofit, foundation, public relations or other for-profit business.
- Five or more years of managerial level experience as a supervisor.
- Or combination of equivalent education and experience as previously listed.

How to apply

Interested candidates should send a cover letter and resume to employment@rasmuson.org.