



CALIFORNIA HUMANITIES

Communications Manager

Position Title: Communications Manager

Reports To: President & CEO

PRIMARY RESPONSIBILITY:

The Communications Manager's primary duty is to create and maintain effective and positive community and media relations through print and electronic efforts, and is responsible for the day-to-day promotion of California Humanities in alignment with its strategic goals and activities, and the advancement of its mission.

COMMUNICATIONS & MARKETING RESPONSIBILITIES

- In concert with the President and CEO and other appropriate staff, develops, implements, and executes annual communications plan(s) to raise the visibility of California Humanities, support its programs and interests, and creates communications strategies to meet the established objectives
- Oversees the development, production and maintenance of the California Humanities website through regular updates of relevant sections to the website; creates the editorial content for all online efforts and internet-based communications; leverages social media outlets to increase awareness, recognition and participation in California Humanities programs and initiatives; and monitors California Humanities' presence on external sites, blogs and news outlets
- Creates print, web-based and broadcast messages, articles, op-eds and press materials relating to California Humanities programs, policies and initiatives for multiple internal and external audiences

- Pitches story angles, arranges and conducts regular and special media availabilities, including news conferences, editorial board visits, taped and live interviews, personal appearances and other opportunities
- Maintains and cultivates professional and positive relations with news media and responds to their requests for information or for comments from an official source, where appropriate
- Works with the President and CEO and other staff to raise organizational visibility and name recognition of California Humanities locally, regionally and nationally
- Writes, edits and produces California Humanities' newsletter, bi-annual report, brochures, special event materials, electronic newsletter, monthly board communiqués and other specialized publications
- Supervises the graphic layout and creation of collateral materials and publications, and manages the print production and distribution of the materials
- Plans, organizes and implements programs and/or events for external and internal audiences that communicate California Humanities policies, programs and initiatives; promotes community and internal understanding of California Humanities programs and initiatives; and works to improve the public perception of California Humanities
- In concert with the President and CEO, acts as brand manager to monitor internal and external adherence to brand guidelines, providing guidance and support to maintain brand consistency
- Participates in meetings, work sessions, conferences, retreats or other official California Humanities sessions and/or makes presentations to individuals and groups to increase awareness of California Humanities, as necessary
- Manages the California Humanities communications calendar
- Manage relationships with and oversee the work of vendors, contractors, consultants and other freelance talent, as needed
- Works with the President and CEO to develop budget and manages day-to-day expenses of line items directly related to areas of oversight
- Responsible for the day-to-day supervision of part time new media consultant(s), full or part time interns, and other contracted workers, as necessary
- Other duties as assigned by the President and CEO
- Maintain a flexible work schedule and be available for travel, as necessary

INTERNAL AND EXTERNAL RELATIONSHIPS

- Upholds and models the internal guiding principles of California Humanities
- Collaborates with Program staff to support the implementation of program-related communications and fund development activities, including assistance with web-based program content development
- Collaborate with all California Humanities staff as needed on organization-wide projects such as NEH assessment and compliance plan, events, annual reports, etc.
- Works with project partners and grantees to provide PR/Marketing promotional assistance and strategic support and brand management guidance on co-branded collateral materials, and manages informational requests for publicity materials, images and content
- Works with President and CEO to develop informational documents and presentations for the Board, and support Board committees and full Board meetings when requested
- Assists the development staff in the cultivation and maintenance of relationships with individuals, organizations, and institutions to further the effective implementation of California Humanities goals and administration

The ideal candidate will have:

- A strong interest in, and commitment to, the humanities and California Humanities' mission and programs.
- A successful track record and 2-3 years of experience in marketing, communications, public relations, and social media
- Demonstrated experience with equity, inclusion, and diversity efforts in a professional capacity
- Experience in nonprofit, philanthropy, and grantmaking
- A flexible, supportive, and collaborative approach in the workplace, as well as a good sense of humor and a desire to innovate.
- Ability to communicate effectively in different circumstances and through different means (written, oral, visual) with a wide variety of stakeholders.

While California Humanities is based in Oakland, with a second office in Los Angeles, the position can work remotely from anywhere in California. Candidates must be willing to travel 15% of their time as part of their work. Personal vehicle is preferred for local travel.

Salary range is \$85,000 to \$95,000, depending on experience. Benefits package includes a 7% employer contribution to a 403b plan; 100% medical, dental, and vision for employees; and life, short term, and long-term disability coverage.

Please send a resume and cover letter to jobs@calhum.org **by January 15, 2025.**

California Humanities is an equal opportunity employer and believes in a diverse workforce, and applicants from all backgrounds are encouraged to apply.

ABOUT CALIFORNIA HUMANITIES

California Humanities, a nonprofit partner of the National Endowment for the Humanities, promotes the humanities – focused on ideas, conversation and learning – as relevant, meaningful ways to understand the human condition and connect us to each other in order to help strengthen California. California Humanities has provided grants and programs across the state since 1975. To learn more visit www.calhum.org, or follow us on [Facebook](#), [LinkedIn](#), and [Instagram](#).