

Director of Strategic Communications

Role Summary

The Director of Strategic Communications will guide the strategy for all communications, website, marketing, branding and public relations messages and collateral to consistently articulate Mindful Philanthropy's mission, vision, workstreams and impact. The Director of Strategic Communications will work closely with the Executive Director and the Chief Operating Officer to set communications strategy and act as a key point of contact for outside partner agencies in the development of communications programming. The Director of Strategic Communications will ensure that Mindful Philanthropy is effectively positioned as a leader in mental health and philanthropy by leveraging appropriate communications channels and tailored messaging to resonate with a diverse network and constituent base.

Responsibilities:

- Develop, implement, evaluate and refine the overarching communications strategy for the organization
- Lead the generation of newsletter/website/social content that engages audience segments and leads to measurable action
- Draft press releases, media pitches and responses, and communications statements in relation to relevant moments in time (i.e. Mental Health Awareness month, Back to School) and key Mindful Philanthropy initiatives (i.e. partner research, new guidance released)
- Work with the programs team on any guidance releases to ensure maximum impact and reach within both the mental health and philanthropic fields
- Lead the communications strategy for any campaigns for the organization, including issue area initiatives, fundraising and others that arise
- Oversee the development of the annual impact report to highlight the organization's progress on its goals and impact
- Put communications vehicles and measurements in place to create momentum and awareness as well as to test the effectiveness of communications activities
- Manage the revision, development, distribution, and maintenance of all print and digital collateral
- Lead message development to mitigate the impact of any crises or issues faced by Mindful Philanthropy
- Coordinate branding efforts and web page revisions with the branding firm—ensure that new information (article links, stories, and events) and messaging is accurate and consistent with Mindful Philanthropy's communications strategy and core objectives
- Manage all media contacts in relation to anyone that might be hired for PR services



- Manage all branding and design with the design firm
- Any additional duties as needs arise to support the mission of the organization

Key Qualifications

- MPA, MBA or MPH
- 5 years experience managing strategic communications and/or public relations programs
- Ability to synthesize information and communicate it effectively to various stakeholders with poise, professionalism, clarity and warmth
- Passion for improving the lives of those managing mental health and substance use conditions
- Experience working in fully remote environments
- Willingness to uphold and promote the values and culture of the organization
- Ability to thrive in a startup environment and take the initiative on projects and strategy
- Excellent organization skills with attention to detail
- Ability to manage to tight deadlines and multitask to deliver timely and excellent products

Working Conditions

- Full-time
- Remote/Flexible Hours
- Benefits Included
- 2-4 Travel Opportunities Annually for Team Offsites/Team Development
- Reports directly to Executive Director

Eligible candidates must be currently authorized to work in the United States and will not now, or in the future, require sponsorship of a visa for employment authorization in the United States.

Mindful Philanthropy is an equal opportunity employer. All applicants will be considered for employment without attention to race, color, religion, sex, sexual orientation, gender identity, national origin, veteran or disability status. Mindful Philanthropy is committed to the principle of equal employment opportunity for all employees and to providing employees with a work environment free of discrimination and harassment.

Mindful Philanthropy, a non-profit organization, was launched in 2020 to increase philanthropic funding of mental health, addiction, and community well-being



initiatives. Mindful Philanthropy supports funders by connecting them to resources, knowledge and networks.