Position Description

Position Title: Director of Communications and Storytelling
Location: Remote
Reports to: Deputy Director
Status: Full-time, Exempt

Position Summary
Reporting to the Deputy Director and serving as an integral member of the IllumiNative team, the Director of Communications and Storytelling will be responsible for leveraging the mission, values and differentiating elements of IllumiNative to tell a simple, yet compelling narrative of the unique value proposition of IllumiNative. The Director will employ a variety of platforms to achieve communications and storytelling goals including traditional and social media, print materials, presentations, multimedia, and diverse art forms, among others. In addition, this position will be an internal leader of a culture of storytelling for all of IllumiNative and will directly supervise creative team members and related consultants.

The Director of Communications and Storytelling will also serve as a key leader in developing and implementing our national narrative change strategy via transmedia storytelling and communications. Success in this role will depend on the development and distribution of an integrated marketing and storytelling plan to strategic audiences that enhances and promotes IllumiNative’s brand, strategic approach and narrative change goals.

Program Summary
IllumiNative believes in the power of story and its ability to move hearts and minds, to help catalyze action, to build power for Native peoples, and its ability to help fuel social and policy change. We believe that if we can change the existing story of Native peoples—one shaped by invisibility, false narratives and toxic stereotypes, fueled by big systems of K-12 education, pop culture and media—that we can change the present and future of Native peoples.

Key Requirements of the Director of Communications and Storytelling

Story Crafting
- Uncovering, capturing and building storytelling assets for each organizational function (case studies, social marketing, leadership keynotes, etc.).
- Supporting leadership in using narrative to connect the organization’s past, present and future.
- Overseeing and designing consistent messaging across all brand channels.
- Tailoring messaging for different audiences and strategic goals.

Story Measuring
- Optimizing key engagement metrics, such as views, clicks, shares, likes, etc.
- Conducting qualitative testing with various internal and external audiences.
- Reporting on results to leadership, managers, board of directors, etc.

In-depth understanding of:
- Best practices in the fields of communications, marketing, narrative change, advertising and branding.
- Modern media, including social, key content distribution channels and SEO/SEM, and digital and mobile marketing practices.
- Traditional media, including radio, TV, print, packaging, OOH
Candidate should demonstrate:

- A great eye for design.
- A passion for story, narrative structure and the creative arts.
- A skillful understanding of data reporting and analytics.
- A proven ability to communicate and work across divisions, languages and cultures.
- The courage to try things that have never been tried before.
- The salesmanship to sell things that have never been tried before, to internal and external audiences.
- A deeply authentic approach to linking the personal and the professional.

Responsibilities and Tasks

- Guide and manage IllumiNative’s communication and branding for internal and external audiences, including:
  - Developing, implementing, and evaluating a strategic, cohesive communications and storytelling strategy across all communication platforms that increases IllumiNative’s visibility and influence in IllumiNative’s program areas. This strategy should have a measurable impact on narrative change for Native peoples and will include the development and refinement of “core” messages and voice to ensure organizational consistency, both internally and externally, and will integrate digital fundraising messages and strategies.
  - Writing, proofing, and editing for IllumiNative print and online content for a variety of strategic audiences, prospective and current donors, and external constituents.
  - Assisting with communication needs for the leadership team, including presentation development, interview talking points, and speech writing.
  - Drafting and issuing external communications pieces, including press releases; talking points; fact sheets; opinion pieces on key narrative change topics and issues as well as for rapid response for the IllumiNative executive director, leaders and external partners that IllumiNative works with.
  - Monitoring and tracking issues in the media related to Indian Country and IllumiNative’s mission and to adjusting organization positioning and messaging as required.
  - Identifying and building relationships with new and existing editors, reporters, producers, bloggers and tech analysts to increase media coverage of the organization and drive editorial story planning, writing, and pitching to DC and national press.
  - Overseeing the creation of content for various platforms including printed publications, web, social media, multimedia, in-person events, etc.
  - Developing anecdotes and data to tell stories that exemplify IllumiNative’s mission.
  - Developing and implementing Editorial Style Guidelines to ensure consistency in style and tone throughout all IllumiNative content.
  - Oversee content management of web site to keep it current and engaging.

- Create a culture of communication across IllumiNative departments by:
  - Working collaboratively to build strong working relationships across IllumiNative program areas (K-12 Education, Pop Culture, and Fundraising) in order to promote an integrated communications approach across the organization.
  - Building trust among other departments through knowledge of (and the ability to guide their understanding of) communication and marketing principles.
  - Serving as an advisor and proofreader for other IllumiNative communications and support grant writing to ensure alignment with IllumiNative’s overall message.
  - Advising and supporting the development and creation of fundraising strategies and comprehensive campaign marketing collateral, including direct appeals, case statements, gift proposals, and videos.
  - Assisting with curating web sites and content, collaborating with other IllumiNative staff and programs.
Manage the Communications and Storytelling Program by:

- Managing additional communication staff and consultants to streamline and effectively advance IllumiNative’s communication plan and strategy. Management aspects include monitoring the performance of the team toward organizational individual development goals and providing coaching and ideas for improvement when necessary.
- Building and developing IllumiNative’s Communications and Storytelling program initiatives; including the Native Speakers Bureau and Media Training Institute.
- Leading the Communications and Storytelling program with inspiring, empowering leadership that guides the sometimes-competing priorities and removes roadblocks so that creative team members can work creatively to achieve goals.

The Director of Communications and Storytelling will also:

- Report to the Deputy Director on a regular basis on accomplishments, progress, challenges and ideas of the team to maximize efficiency, consistency, innovation and impact.
- Lead, develop and manage content creation and events as needed.
- Serve as a representation of the organization as necessary.
- Complete other duties as assigned.

Education, Experience, Knowledge, Skills and Ability

- Bachelor’s degree is required, an advanced degree is preferred.
- Minimum 2 years’ experience in a management role at a nonprofit, tribal or related organization.
- Experience in taking a hands-on approach in leading a variety of initiatives, especially in a remote setting.
- A strong candidate should have previous experience developing and operationalizing strategies for a program or project.
- Strong written and verbal communication skills; a persuasive, credible, and polished communicator with excellent interpersonal and multidisciplinary project skills.
- Ability to collaborate and communicate with internal as well as external partners and other organizations.
- Unwavering commitment to quality programs and excellence in organizational and project management with the ability to achieve strategic objectives and manage a budget.
- Ability to work effectively in collaboration with diverse groups of people.
- Integrity, positive attitude, mission-driven, and self-directed with demonstrated passion for IllumiNative’s mission and commitment to working collaboratively with a management team of senior professionals.
- A team player, who can interrelate and operate effectively with peers and other associates within a collegial, yet demanding, work environment.
- An individual who is able to handle a variety of constituencies, manage multiple tasks simultaneously and thrive in a complex environment with multiple priorities.
- Innovative thinker, with a track record for translating strategic thinking into action plans and output.
- Excellent judgment and creative problem-solving skills, including negotiation and conflict resolution skills.
- Self-reliant, good problem solver, results oriented.
- Ability to make decisions in a changing environment and anticipate future needs.

All employees of NVF are required to complete timesheets.
How to Apply

Please send a resume and cover letter to lincoln@IllumiNatives.org.

Hiring Statement

IllumiNative is a project of New Venture Fund (NVF), a 501(c)(3) public charity that incubates new and innovative public-interest projects and grant-making programs. NVF is committed to attracting, developing and retaining exceptional people, and to creating a work environment that is dynamic, rewarding and enables each of us to realize our potential. NVF’s work environment is safe and open to all employees and partners, respecting the full spectrum of race, color, religious creed, sex, gender identity, sexual orientation, national origin, political affiliation, ancestry, age, disability, genetic information, veteran status, and all other classifications protected by law in the locality and/or state in which you are working.