

## Position Description

**Position Title:** Director of Communications and Storytelling

**Location:** Remote

**Reports to:** Chief Impact Officer

**Status:** Full-time, Exempt

### Position Summary

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Reporting to the Chief Impact Officer and serving as an integral member of the IllumiNative team, the Director of Communications and Storytelling will be responsible for leading IllumiNative's strategic communications goals and projects. The Director will employ a variety of platforms to achieve communications and storytelling goals including traditional and social media, print materials, presentations, multimedia, diverse art forms among others. In addition, this position will assist in leading a culture of storytelling for IllumiNative and will supervise creative team members and related consultants.

The Director of Communications and Storytelling will serve as a key leader in developing and implementing our national narrative change strategy and honing our tone and voice in all external communications. The Director will be responsible for implementing processes like a communications plan, social media plan, and storytelling calendar to enhance and promote IllumiNative's brand, strategic approach and narrative change goals.

The Director will take an active and advisory role in rapid response communications, lead the creation of content to move IllumiNative's goals forward, and working across departments to effectively communicate on the success and breadth of our programs.

The Director will manage the day-to-day operations and functions of the communications department including serving as direct manager to the Communications Coordinator and Graphic Designer.

### Organization Summary

IllumiNative is a national, Native woman-led racial and social justice organization. Our mission is to build power for Native peoples by amplifying contemporary Native voices, stories, and issues to advance justice, equity, and self-determination. We utilize research, narrative and culture change strategies, movement-building and digital organizing to dismantle white supremacy and mobilize public support for Native issues. To learn more about our work, visit [www.illuminatives.org](http://www.illuminatives.org)

### Responsibilities and Tasks

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- Develop, implement, and evaluate 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 needs.

- Develop process for monitoring and tracking issues in the media related to Indian Country and IllumiNative’s mission and to adjusting organization positioning and messaging as required.
- Oversee the creation of content for various platforms including printed publications, web, social media, multimedia, in-person events, etc.
- Develop and implement standards to ensure consistency in style and tone exists throughout all IllumiNative content.
- Oversee content management of web site to keep it current and engaging.
- Build and develop Narrative + Impact Program initiatives, including the Native Speakers Bureau and the Narrative Change Training Program.
- Report to Leadership on a regular basis on accomplishments, progress, challenges, and ideas of the team to maximize efficiency, consistency, innovation, and impact. Including reports that provide insights on optimizing key engagement metrics, such as views, clicks, shares, likes, etc; conducting qualitative testing with various internal and external audiences.
- Serve as day-to-day manager of the Communications Coordinator and Graphic Designer as well as other key staff and consultants to streamline and effectively advance IllumiNative’s communication plan and strategy. Management of the team includes aspects include monitoring the performance of the team toward organizational individual development goals and providing coaching and ideas for improvement when necessary.
- Develop workplans, evaluation schedule, professional development plan, and weekly check in process for the Communications Coordinator and Graphic Designer and report on progress to Leadership.
- Serve as a representation of the organization as necessary.
- Other duties as assigned.

#### **Education, Experience, Knowledge, Skills and Ability**

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- Bachelor's degree is required, an advanced degree is preferred.
- Minimum 5 years’ experience in the communications field.
- Integrity, positive attitude, mission-driven, and self-directed with demonstrated passion for IllumiNative’s mission and commitment to building power for Native peoples.
- A great eye for design and a passion for storytelling, narrative change, and creativity.
- A proven ability to communicate and work across platforms and mediums.
- A deep understanding of narrative change, communications strategy, and storytelling. Experience conducting trainings, focus groups, and developing evaluations are a plus.
- 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.
- Experience serving as a manager and a proven ability to develop processes and plans.
- Strong written and verbal communication 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.
- 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

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### **How to Apply**

Please send a resume, cover letter, and portfolio with relevant samples of your work to [lincoln@illuminatives.org](mailto:lincoln@illuminatives.org).

### **Compensation and Benefits**

**Salary range:** \$65,000-\$100,000

#### **Benefits:**

*Comprehensive benefits package that includes 100% employer-paid health, dental, and vision insurance, 3% employer match on 401k contributions, pre-tax transportation benefits, and paid holidays, vacation, sick, and volunteer time off.*

### **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.