

## Position Description

**Position Title:** Director of Pop Culture + Media

**Location:** Remote

**Reports to:** Chief Impact Officer

**Status:** Full-time, Exempt

### Position Summary

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ILLUMINATIVE has become a leading resource for entertainment, media and major companies and brands seeking advice on incorporating and advancing contemporary, authentic, and multi-dimensional Native representation. ILLUMINATIVE is also growing its influence to hold companies and industries accountable for perpetuating erasure, toxic stereotypes and cultural appropriation that is harmful to Native peoples and fuels bias and racism. ILLUMINATIVE is seeking a highly qualified, innovative and passionate leader to head up this rapidly growing program.

Reporting to the Chief Impact Officer and serving as an integral member of the ILLUMINATIVE team, the Director of Pop Culture + Media will be responsible for leading ILLUMINATIVE's strategic goals, projects, partnerships, and consulting that can help advance narrative and culture change and build power for Native peoples through representation in pop culture. Goals and priorities for this program include advancing contemporary representation of Native peoples in TV, film and across all aspects of entertainment, media and pop culture. This includes consulting with creatives to help them develop more contemporary and accurate representation of Native peoples and advocating for the hiring of Native writers, directors, actors and other creatives. Other priorities include conducting research, education, and advocacy about the importance of meaningful representation of contemporary Native peoples and holding the entertainment and media industry accountable.

The Pop Culture + Media program is unique in that a large portion of the program is based on fee for service partnerships with entertainment and media companies that are in alignment with ILLUMINATIVE's goals. The Director will manage the day-to-day operations and functions of the Pop Culture + Media program and will supervise our narrative change strategists, other consultants and eventually staff as the program grows.

The Director of Pop Culture + Media will serve as a key leader in developing and implementing our national narrative and culture change strategy in the sectors of entertainment, media and pop culture. The Director will be responsible for: managing all of our day-to-partnerships and projects with entertainment, media and other types of companies and brands; to conduct education and advocacy for contemporary Native representation; oversee research and monitoring of Native representation; when needed, work in partnership with ILLUMINATIVE's Rapid Response Manager and Program teams to organize and implement rapid response and social impact campaigns; and work in partnership with the Executive Leadership Team and strategists to develop and implement a 3-year program plan that can help Native peoples build power through representation in pop culture and media.

### Organization Summary

ILLUMINATIVE is a national, Native woman-led racial justice organization fiscally sponsored by New Venture Fund, a 501(c)3 public charity. Founded in 2018, ILLUMINATIVE's mission is to amplify contemporary Native voices, stories and issues to build power for Native peoples to advance justice, equity, and self-determination. ILLUMINATIVE works to transform how Americans and key institutions think about and engage with Native peoples in order to fight systemic racism and achieve transformational change for Native communities and future generations. Building power for Native peoples through representation and systems change is the frame, lens and goal of our work. Through interrelated programs of Research, Narrative Change + Impact, Pop Culture + Media, and Movement Building + Organizing, we amplify Native voices, stories, and issues across public platforms, activate support from



diverse national audiences and strengthen the influence and capacity of Native peoples to drive systems change. Each of these programs serves as foundational movement infrastructure to dismantle the systemic racism facing Native peoples and to build power and advance equity and justice for current and future generations.

### **Key Requirements of the Director of Pop Culture + Media**

#### **Reporting Relationships**

The Director of Pop Culture + Media reports directly to the Chief Impact Officer (CIO).

#### **Organizational Leadership**

- Serve as key partner to the Executive Leadership Team to help define, build and implement a strategy that will advance narrative and culture change and build power for Native peoples through contemporary, authentic, and multidimensional representation in entertainment, media and pop culture.
- Establish productive working relationships between, and among, the Senior Leadership Team and the staff to ensure a healthy and high performing organizational culture and practice grounded in core Indigenous values.
- Partner with the Senior Leadership team to identify opportunities, challenges and emerging issues faced by the organization. Work with leadership and staff to recognize internal and external opportunities, challenges and solutions and define and execute appropriate strategies to support them.
- Ensure ongoing excellence and alignment with IllumiNative's vision and mission in the Pop Culture + Media program.
- As needed, serve as an ambassador and effective speaker for IllumiNative at both IllumiNative-led and select external events.
- Partner with the CIO on program budget management, tracking cash flow, financial projections, budget planning and financial reporting to donors of the Pop Culture + Media program.
- Lead from a collaborative leadership mindset and practice.
- Work in partnership with senior leadership and staff to create and participate in a culture of fundraising within the organization that can advance IllumiNative's power building strategies for Native peoples.

#### ***Pop Culture and Media:***

- Deepen and expand partnerships in the entertainment and media industry with studios and companies to advise on content, DEI programs, and activation campaigns to accelerate opportunities for Native talent both behind and in front of the camera.
- Update and produce an industry guidebook, best practices, and protocols for the inclusion of Native peoples and stories in film, television and streaming content.
- Ensure the meaningful inclusion of Native peoples and talent in major industry events.
- Provide narrative design expertise and feedback in conjunction with content executives and writers for script development.
- Coordinate and manage workflows, relationships, and projects related to the program.
- Provide support for storyline development and hiring of Native creatives and appropriate Native cultural consultants.
- Identify and help recruit appropriate Native writers, filmmakers, talent, and cultural experts to be hired by entertainment and media partners.
- Work with industry partners and creatives to ensure the narrative architecture and design of projects advance contemporary, authentic, and accurate representation of Native characters and experiences.

- When needed, review scripts to provide feedback and suggestions to industry partners.
- Develop and implement education and advocacy plans and initiatives to increase Native representation in front of and behind the camera and all levels of entertainment and media companies.
- Work in partnership with IllumiNative’s research and industry partners to conduct research regarding the impact of contemporary Native representation including monitoring and tracking representation in TV and film and research that investigates existing systemic issues within the entertainment industry that promote bias and/or are barriers to equity and representation of Native peoples.
- Hold entertainment and media industries accountable for erasure, racism and toxic stereotypes of Native peoples that fuel harm. This includes education and advocacy with industry executives and organizing large scale rapid response campaigns to hold companies accountable.
- Help develop and lead marketing and social impact campaigns for Native TV, film and media projects that can help raise awareness on key issues and advance narrative and culture change with mass audiences.
- Work with influential Native and non-Native artists and executives in the entertainment industry to leverage their voices and influence to educate, advance contemporary Native representation and to fight systemic racism against Native peoples.
- Report to Leadership on a regular basis on accomplishments, progress, challenges, and ideas to maximize efficiency, consistency, innovation, and impact.
- Serve as day-to-day manager of key consultants that includes monitoring the performance of the team and providing coaching and ideas for improvement when necessary.
- Develop a system for project management including workplans and managing workflow across multiple projects, and monitoring and managing progress and performance.
- Develop and maintain a tracking system on all fee for service projects vis-à-vis the approved Pop Culture + Media program.
- Work with other influential institutions in pop culture including museums, sports teams, fashion brands and companies to advance positive, accurate and contemporary Native representation and to eliminate all harmful representation, toxic stereotypes and cultural appropriation.
- 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 3 years’ experience in the entertainment, media and/or communications fields.
- 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 and a passion for storytelling, narrative change, and creativity.
- A deep understanding of narrative change and culture change, the importance of representation in entertainment and media, communications strategy, creative and talent management, 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

### **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.