



United Way of Anchorage

Title: Chief Communications Officer

Supervisor: Senior Vice President

Salary: \$95,000-110,000

Hours of Work: 8:00 a.m. to 5:00 p.m., M-F

Organization Overview: We unite caring people to give, volunteer, and take action to remove barriers to opportunity and solve our community's toughest challenges. Our focus is on education, financial stability, and health—the building blocks for a good quality of life and a strong community.

Position Overview: The Chief Communications Officer (CCO) leads a team of marketing and communications professionals who produce and share stories of how United Way of Anchorage (UWA), its donors, advocates, partners, and volunteers are working together to improve the health, education, and financial stability of our community. The CCO oversees the public relations/media relations, marketing, social media, and storytelling functions within UWA. The CCO is responsible for directing the team's execution of all external and internal communications plans; online and print marketing, branding, and advertising campaigns; social media plans; and advocacy, outreach, and engagement efforts. In addition to leading the Marketing and Communications department, the CCO is a member of the Senior Leadership Team (SLT) and serves as a strategic communications advisor to the President/CEO, the Senior Vice President, the Chief Operating Officer, and the Chief Financial Officer. The CCO works directly with the President/CEO on developing key messages and setting the overall tone and direction of UWA's communications to its various audiences.

Essential Functions/Roles & Responsibilities of the Position:

- Serve as lead for all communications efforts and as day-to-day manager of the communications team. Write and deliver employee development plans, annual reviews, and performance memos.
- Develop and manage processes for distribution of work, and for the assigning and tracking of projects within the team.
- Develop and manage annual overall budget for communications department.
- Serve as chief communications advisor to President/CEO and other members of the SLT
- Collaborate with CEO and executive leadership to develop and implement internal communications strategies and initiatives.
- Determine and execute, in collaboration with executive leadership, a strategic communications plan that is aligned with organization-wide communications and marketing strategies, that supports program delivery and revenue generation efforts across all lines of business

- Develop metrics, set benchmarks, and analyze data for all communications and marketing plans. Adjust strategies to ensure maximum impact and broadest audience reach for UWA communications.
- Write op-eds, talking points, advocacy pieces, public presentations, among other communications for the President/CEO and other members of the SLT.
- Develop and oversee the placement of key messages across all communication efforts throughout organization.
- Ensure consistent brand integration in all online and print materials.
- Oversee UWA website, including the consistent updating of its content.

Key Competencies:

- Ability to develop key messaging for multiple audiences.
- Ability to effectively capture and present the organization's mission, its work and accomplishments through multiple channels.
- Possess a deep understanding of donor communications and nonprofit communications.
- Ability to work independently, as well as collaboratively across UWA departments, business and civic leaders, SLT colleagues, executive leadership, and board members.
- Demonstrated ability to lead a team of professional communicators.
- Demonstrated ability to make difficult decisions and communicate those decisions with tact, respect, and compassion.
- Demonstrated ability to develop metrics, analyze data, and report results of communications and marketing campaigns.
- Demonstrated ability to act in a culturally sensitive manner and manage culturally diverse groups.

Education, Skills & Qualifications:

- A minimum of 7-10 years in progressively responsible positions in journalism, public relations, communications, marketing, or a closely related field, with at least 3 years of experience supervising employees.
- Bachelor's degree preferred, particularly in journalism, public relations, communications, marketing, or a closely related field or some higher education and comparable work experience if no degree.
- Demonstrated experience writing and executing communications plans for an organization, business, or institution, as well as experience with initiative-based plans and plans developed for executive leadership.
- Expert-level knowledge of strategic communications, crisis communications, storytelling, marketing and advertising, and branding.
- Demonstrated experience managing a budget.
- Strong communication skills, including writing and editing. Working knowledge of AP style.

Personal Competencies:

- **Know Yourself** - Demonstrate self-awareness, self-management and continual growth and learning. A person who knows themselves can identify their thoughts, feelings, and wants and then effectively put them into words in the moment. They are aware of their patterns, strengths and limitations and they seek feedback and knowledge to continually learn and grow from their experiences.
- **Understand Others** - Demonstrate interpersonal awareness and the ability to be inclusive. A person who understands others knows that everyone has their own experience of any given situation. They seek to understand all perspectives and leverage the generative nature of differing options and experiences so that outcomes are of the highest priority.
- **See the Whole** – Demonstrate organizational and political awareness, relationship building skills, and effective decision making. A person who sees the whole understands how UWA is connected in vision, mission, and function. They can balance UWA, partner organizations, donors, and community member interests to make effective decisions as well as champion decisions that have been made. They know the importance of relationships in understanding all perspectives and demonstrate effective group behaviors.
- **Create an Environment of Success** - Demonstrate the ability to provide personalized recognition and celebrate successes and display characteristics of interpersonal influence. A person who creates an environment of success can clearly articulate their vision and expectations to their team and garner commitment. They ensure accountability and continued success through feedback, coaching and recognition.
- **Model the Way** - Demonstrate ethics and integrity, consistently walking the talk. A person who models the way is highly credible. They do what they say they are going to do. They consistently excel by aligning their personal actions with shared values.

To apply:

Submit cover letter, resume and references, and 3-5 professional writing samples to Nina Makarova, Director of Administrative Services, nmakarova@ak.org