



Director of Communications & Development

About Northwest Folklife:

Since 1972, Northwest Folklife (NWFL) has been creating opportunities for all to celebrate, share, and participate in the evolving cultural traditions of the Pacific Northwest. As a cultural arts & heritage organization, we are extremely committed to equity, diversity, and inclusion. Therefore, we seek candidates who offer relevant skills and knowledge with diverse cultural perspectives, grounded in the desire to work collaboratively with community.

Position Overview:

The Director of Communications & Development will drive external communications and community-centric fund development strategies expanding the reach and engagement of Northwest Folklife with a team of specialists. This position ensures consistent, people- and values-centered messaging while directing dynamic, capacity building campaigns. Collaborating with executive leadership, this director will develop tools and strategies to energize Northwest Folklife's digital presence as well as continue to cultivate relationships and partnerships that foster financial sustainability for the organization's robust array of current and future programs.

Responsibilities and Duties:

Leadership & Supervision - 25%

- Supervise and manage a newly reorganized Communications and Development team which includes a Development Lead, Digital Content Coordinator, and a Data Coordinator (shared with accounting), as well as workflow for a Contract Graphic Designer and Contract Web Developer. There will also be coordination for developing narrative with a Contract Grant Writer, who reports to the Managing Director.
- Develop a framework and workflow for communications which improves the efficiency of internal collaboration on projects
- Develop a marketing plan for the organization as well as strategies and timelines for its programs including the Northwest Folklife Festival and the Seattle Children's festival
- Review and further refine the roles of positions within the team

Communications - 25%

- Create, edit, and oversee design, approval, and distribution of all organization publications, including but not limited to the monthly eNews, an annual report, and program guides
- Develop and activate key messaging, storytelling, and narrative in support of Northwest Folklife's expansive community, unique business model (pay-what-you-can), and mission work.
- Lead and oversee creation and consistency of external content (writing, copy editing, and proofreading)
- Oversee Northwest Folklife's digital communication platforms, including website, social media, and blog
- Oversee event (wrap) reports that summarize the evaluation of marketing strategies and data points gathered from programs and events

Community-Centric Fund Development - 25%

- Integrate key communications tools and strategies into fund development planning which is led by the Co-Executives (Managing Director and Artistic Director)
- Manage the development calendar, particularly the communication timelines
- Oversee and ensure timely communication and reporting for contributed funds use including grants, annual reports, and program progress/assessment (back to partners and community)
- Develop a range of donor engagement activities to drive active connection and relationship building throughout the year
- Help prep and attend the Board Development Committee meetings (1x month)

Press & Community Outreach - 10%

- Manage the communication and relationships between Northwest Folklife and external press contacts
- Oversee press releases, follow-up with press contacts, and content 'pitches' regarding the organization's announcements and releases
- Oversee the creation of internal and external press kits for the organization's programs with streamlined messages that promote its mission and goals
- Develop a plan for and evaluation/tracking of the distribution of Northwest Folklife's marketing and promotional materials including the Northwest Folklife Festival posters and guides, and other program promotion

Media Sponsorship - 5%

- In partnership with the Sponsorship Coordinator and Production Manager, oversee advancing media sponsorship fulfillment including, but not limited to:
 - Creation of print and web ads
 - Radio copy
 - Sponsored content and cross-promotions
 - Emcee announcements
 - On site activations
 - Documenting and reporting fulfillment to contacts upon completion

Contractor Management - 5%

- Oversee the timeline and workflow of web contractor(s) to effectively showcase and market Northwest Folklife's values, activities, and priorities through the frame of accessibility and SEO
 - Oversee consistency of design and templates
 - Create timeline and plan for beta testing for large website updates
 - Manage content submissions, updates, and edits

Design & Branding - 5%

- Manage communications and expectations between graphic designers, web developers/designers, and Northwest Folklife staff
- Manage organizational and project timelines, oversee the execution of marketing materials, and coordinate workflow with contractors/consultants.
- Oversee organizational use of branding and develop guidelines for staff, board, and volunteers to use
- Troubleshoot graphic design solutions to communication challenges, including the creation of signage, online and print advertisements, posters, flyers, and web graphics
- Collaborating with Artistic Director, develop and communicate the timeline, contracting parameters, and expectations of photography and videography projects

Skills and Qualifications:

- A passion for using arts, culture, and creativity to promote cultural exchange and community development
- Commitment to racial equity and inclusion; shows understanding of how social justice connects to arts and culture
- Level of experience comparable to the duties explained above
- Demonstrated success in working on marketing and fundraising campaigns
- Experience in web development, design, and editing
- Experience building mutually beneficial partnerships
- Excellent planning, presentation (written and oral), and communication skills
- Strong organizational skills and attention to detail
- Able to efficiently assess and prioritize work to meet deadlines, sometimes happening simultaneously or in quick succession
- Able to communicate commitment to a set of core values
- Experience with project, budget, and contract management
- Able to work independently and collaboratively in a fast-paced environment
- Able to work under pressure with a positive attitude
- Demonstrates initiative and creative, cooperative problem solving
- Experience working on events
- Oral and/or written fluency in multiple languages a plus

Software and platforms utilized:

- Microsoft 365 Office (Outlook, Sharepoint, Teams, etc.)
- Google Drive/Google Suite applications (Docs, Sheets, etc.)
- Asana
- Facebook Creator Studio
- Adobe Creative Suite
- Mail Chimp
- ModX

Details

REPORTS TO:	Managing Director
DIRECT REPORTS:	<ul style="list-style-type: none"> • Digital Storytelling Coordinator • Development Lead • Festival Marketing and Development staff • Data Coordinator (primarily reports to Finance & Accounting Manager) • Contract Graphic Designer • Contract Web Developer/Designer
HOURS & DURATION:	This is a full-time, exempt position
COMPENSATION:	\$60,000-\$65,000 annually
BENEFITS	PTO, paid holidays, flexible – some remote work, professional development, health insurance available for full-time employees

Currently, employees are primarily working remotely due to the COVID-19 pandemic. Position will remain open until filled.

Please submit resume and cover letter to mdirector@nwfolklife.org

When applying, please use the SUBJECT LINE: Director of Communications & Development

All applicants are considered for all positions without regard to race, religion, color, sex, gender, sexual orientation, pregnancy, age, national origin, ancestry, physical/mental disability, or any other protected classification, in accordance with applicable federal, state, and local laws. By applying for this position, you are seeking to join a team of hardworking people dedicated to consistently delivering outstanding service to accomplish Northwest Folklife’s vision and mission. Equal access to programs, services, and employment is available to all qualified persons. Those applicants requiring accommodation to complete the application and/or interview process should contact a management representative. Northwest Folklife is a 501(c)(3) nonprofit organization.