



Position Description

Position Title:	Director of Communications
Reports To:	COO
Classification:	Full-Time
FLSA Status:	Salaried Exempt

ABOUT LFA

Lead For America is a nonprofit that exists to ensure that our nation's most dynamic and diverse leaders are working on our communities' toughest challenges. To that end, LFA helps outstanding young people become civic leaders, particularly in their hometowns and states. In our flagship two-year paid Fellows program, we've funded and placed over 100 Fellows in newly created positions in their home communities since 2019, and plan to have 100 additional Fellows starting in August 2021. Along with our Fellows program, we have placed 150+ Summer Fellows, launched 10+ college chapters nationwide, and incubated five state and regional affiliates to date.

WHY WE'RE HIRING

Lead For America is about to begin a period of tremendous growth. From the organization's founding in late 2018, we have placed 100+ Fellows in 24 states, raised several million dollars from public, private, and philanthropic partners, and are now operating 5+ state and regional affiliates. By the end of 2021, we expect to grow from 16 full-time employees to 25, which will put us in position to significantly expand our fellowship and education programs, while also investing in deep place-making work in "demonstration cities" to build comprehensive talent and civic education strategies in distressed communities.

We are looking for team members who are excited about being a part of this growth and helping shape a nationwide movement that will be enlisting thousands of young leaders every year. We are seeking people who will see this role as a path to leadership development and professional growth. The right team additions will feel energized and excited by enormous responsibility and opportunities for creative autonomy and must be disciplined, self-motivated, highly organized, and have excellent oral and written skills.

Recently, to embody our values and best serve communities struggling with Brain Drain, we relocated our headquarters to Dodge City, Kansas (to learn more about our planned work in Dodge City, see [here](#)). Because we hope that all of our staff members will be actively involved in community building efforts, for most roles we are prioritizing hires for people who are willing to live and work in Dodge City, or are able to spend a significant amount of time there each month, after the pandemic is over. We understand that not everyone can relocate and still welcome applications from those applying to work from anywhere in the country (also, note that positions that are more amenable to working outside of Dodge City will note that in the position summaries).

POSITION SUMMARY

Responsible for the stewarding of key philanthropic relationships alongside the CEO, and responsible for the effective communication of Lead For America's vision and stories.

This individual ideally will reside at the national headquarters in Dodge City, but given personal circumstances may have the choice to reside in a place of strategic national importance, including Washington DC, New York City, or the Bay Area.

ESSENTIAL FUNCTIONS

Essential functions, as defined under the Americans with Disabilities Act, may include the following tasks, knowledge, skills and other characteristics. This list of tasks is illustrative ONLY and is not a comprehensive listing of all functions and tasks performed by individuals in this role. It does not imply that all positions within the class perform all the duties listed, nor does it necessarily list all possible duties that may be assigned.

1. Leading LFA's comprehensive communications and PR strategy, designing and implementing a plan to build mass awareness of our work and our stories.
2. Cultivating the LFA narrative, crafting and executing on effective storytelling that features the organization's impact in communities nationwide.
3. Spearheading creative projects such as videos, campaigns, public gatherings, or other initiatives to capture attention and shift the nation's consciousness toward community-oriented service.
4. Developing and implementing a strategy to position LFA as thought leaders in the public service space through creative collaboration with think tanks, academic institutions, researchers, festivals, celebrities, conferences, and other influential stakeholders.
5. Managing LFA's social media and graphics team, staffed by current Fellows.
6. Coordinating LFA's external communications system to keep funders, partners, hosts, and other stakeholders updated and engaged.
7. Building and engaging an advisory board on a regular basis to support overall communications and marketing strategy.

QUALIFICATIONS

Education

BS degree in Business, Finance, Communications, Non-Profit Administration, or related field required; MBA preferred.

Experience

3+ years of experience with development and/or communications required. Experience as a board member of a non-profit organization familiar with nonprofit fundraising or communications desired. Experience with multimedia or graphic design is a plus.

Knowledge, Skills, and Attributes

- Mission/Vision: able to support and articulate the organization's mission, goals and objectives in a positive and inspirational manner.
- Strategic Vision and Agility: ability to think strategically, anticipate future consequences and trends, and incorporate them into the organizational plan; ability to consistently make good decisions through a combination of analysis, wisdom, experience, and judgment.
- Communication: relate well with all types of people; patience to hear others out and build rapport with dignity and tact; promote and demonstrate collaboration; relay information that is sufficiently detailed and promotes desired results, and convey a compelling pitch to stakeholders.
- Leadership: effective capacity for managing and leading people and scaling up organizations; ability to connect staff on an individual- and team-based level.

- Results-Oriented: mindset for exceeding goals; high standard for excellence and attention to detail; ability to balance the delivery of programs against the realities of a budget; provide accurate results that are well thought-out and complete; exhibit high standard for excellence and attention to detail.
- Capacity Building: ability to effectively build organizational and staff capacity, selecting and developing highly qualified team members and the processes that ensure the organization runs smoothly.
- Action Oriented: strong work-ethic; ability to act and react as necessary, even if limited information is available; not afraid to take charge of a situation; can overcome resistance to leadership and take unpopular stands when necessary.

SALARY RANGE

For the sake of clarity, we provide information about the minimum and maximum salaries we can provide at this time. Starting salary is dependent on role, experience level, and cost of living of the job location for positions where there is geographic flexibility. Based on these factors, the below salary range is subject to vary considerably. Note that salaries are expected to rise over time with increased experience, inflation, and the growth of the organization, and that for most roles there is ample opportunity for promotion. In special circumstances, LFA is willing to discuss paying above the maximum range listed below to bring on world class talent.

Minimum starting salary (assuming minimum required experience met): \$50,335

Maximum starting salary (assuming 30+ years of related experience and living in highest cost-of-living location): \$120,026

BENEFITS

This position includes a retirement plan, health insurance, 15 days PTO (with increasing PTO over time), 12 weeks of parental leave (including the first 4 weeks paid), and a \$750 annual professional development allowance. For full benefits, see our Benefits Overview [here](#).

PHYSICAL REQUIREMENTS AND WORKING CONDITIONS

This position requires:

- Normal periods of sitting, standing and walking, typically in an office environment.
- Type/enter data on keyboard.
- Normal vision and hearing (with or without correction).
- Speaking one-on-one and in a group setting.

Majority of work is performed inside an office building and temperature controlled. Must be able to attend and participate in outdoor events in various weather conditions. Level of noise is usually moderately quiet.

TO APPLY

Please submit your application to apply [here](#). You can learn more about Lead For America [here](#).

Acknowledgements:

All the above duties and responsibilities are essential job functions for which reasonable accommodation will be made. All job requirements listed indicate the minimum level of knowledge, skills, and/or ability deemed necessary to perform the job proficiently. This job description is not to be construed as an exhaustive statement of duties and responsibilities or requirement and employees may be required to perform other job-related duties as requested by their supervisor. This document does not create an employment contract, implied or otherwise, other than an "at will" relationship.