



BOARD OF DIRECTORS OPEN POSITION

Communications Director

Posted: June 8, 2018
Position: Communications Director
Position Type: Board (unpaid)

Primary Domain: Marketing
Responsible to: President

MISSION OF SBYPC

It is the mission of SBYPC to foster personal and business relationships, increase philanthropic awareness, and promote business literacy amongst our members to ensure that our community continues to thrive.

POSITION DETAILS

SBYPC is recruiting a Communications Director who is committed to our mission to serve on our Board of Directors for a two-year term. Serving on the SBYPC's Board of Directors is an opportunity for individuals who are passionate about building the capacity of an established nonprofit to empower the next generation of leaders in Santa Barbara.

The Board of Directors is comprised of leaders dedicated to SBYPC's vision who act as our advocates and ambassadors, and are fully engaged in identifying and securing the resources and partnerships necessary for the organization to scale its impact in the coming years. They make personal contributions of time, connections and expertise.

SBYPC is seeking a Communications Director to advance community awareness of SBYPC activities. The Communications Director will work closely with the Marketing Director and Director of Member & Partner Engagement to create awareness, promote SBYPC, and oversee content development. The Communications Director will develop strategies on how to communicate SBYPC's message to potential members and sponsors, and generate interest in SBYPC's mission using a range of methods, including press releases, social media, and email campaigns.

The Committee Director is responsible for working with the Marketing Director to oversee the following:

- Creation and implementation of integrated marketing & communications strategies and tactics;
- Maintenance and development of content (multi-media and editorial) for the sbypc.org website, social media, email marketing, and promotional materials including:
 - News and radio exposure, press releases, educational materials, etc.
 - Edit and upload event photos/videos, and digitally engage prior to and during events
 - Regularly maintain and update social networks with news and resources
 - Cross promote with members, sponsors and non-profit partners
- Communications and outreach efforts targeting members, program participants, sponsors, volunteers, media and other interest groups;
- PR and media outreach to raise awareness for SBYPC;
- Email marketing, including maintaining mailing lists, member and media contacts;
- Ensure consistent branding & design of collateral & promotional materials;
- Manage projects and priorities of the SBYPC Director of Member and Partner Engagement;
- Work with the Board of Directors to identify needs to market SBYPC and create awareness for the organization - targeting specific audiences for specific purposes – i.e. events, awards, sponsorship solicitation or recognition, etc.

APPROXIMATE HOURS PER MONTH: *18-24 hours per month*

- 8-10 hours/month on engagement management and execution;

- 6-10 hours/month for engagement management meetings, planning, documentation, research. Can be more during peak times such as prior to special events like the Summer Soirée or Holiday Gala Benefit;
- 2 hours/month to attend Board of Directors meetings;
- 2 hours/month to attend Business Casual Mixers.

BOARD MEMBER RESPONSIBILITIES

- Attend monthly Board meetings and monthly Business Casual Mixers (usually held on the second Wednesday of each month);
- Work with other Board members to provide strategic oversight and guidance to the organization and utilize talents to support and grow SBYPC's vision;
- Act as an Ambassador for SBYPC to members, partners, sponsors and other stakeholders and represent the organization at SBYPC events;
- Assist the SBYPC President with recruitment of additional Board members and advisors to strengthen and grow the organization;
- Inform others about SBYPC and actively reach out to personal contacts and networks;
- Learn SBYPC's articles of incorporation, bylaws, and policies for effective oversight and fulfillment of fiduciary responsibilities;
- Make an annual Give-Get commitment that is personally significant, (suggested commitment at least \$250 and typically goes toward the American Heart Association's Heart Walk in the summer, or the SBYPC Holiday Gala Benefit held each December).

BOARD TERMS

SBYPC's Communications Director will serve an interim term through December 31, 2018 and be eligible for re-appointment in additional two-year terms. Board meetings will be held monthly, on the last Wednesday of the month. Service on SBYPC's Board of Directors is without remuneration.

QUALIFICATIONS

- Commitment to the core values, purpose, and vision of SBYPC and a demonstrated passion for bettering our Santa Barbara Community;
- Ability to be present at Monthly Business Casual Mixers, typically held the second Wednesday of every month;
- Detail-oriented exceptional interpersonal, communication (oral and written) and organizational skills, with a track record of building relationships with diverse stakeholders;
- Self-starter with skill to work well under pressure, manage multiple project simultaneously and meet deadlines;
- Strategic decision making and the ability to generate innovative ideas and solutions, and multitask to accommodate a wide variety of tasks and regularly changing activities;
- Collaborative working style, with the ability to partner with and around other Directors on the Board, SBYPC Members, local business owners, and other community leaders.

HOW TO APPLY

Interested candidates should apply online, or send cover letter and resume to board@sbypc.org, with "Communications Director Board Position" in the subject line. We are actively recruiting for this position and encourage you to apply immediately. We will be accepting applications on a rolling basis.