



San Antonio Area Foundation

Where Giving and Community Connect

...helping donors achieve their charitable goals for the greater benefit of the community.



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| DEPARTMENT Marketing and Communications | TITLE: Vice President of Communications and Public Affairs | REPORTS TO: CEO |
| DATE REVISED: October 2020 | DATE EFFECTIVE: October 2020 | EXEMPT Annual Salary \$147-158k |

THE AREA FOUNDATION

The San Antonio Area Foundation has served as the sole, designated community foundation for the San Antonio area for over half a century, growing to become one of the Top 20 foundations in the nation. The Area Foundation helps donors achieve their charitable goals for the betterment of the community, managing more than 500 charitable funds exceeding \$1 billion in assets. Coordinating efforts with numerous area nonprofits, the Area Foundation serves as a collaborative leader, connecting donors to address key community issues and investing in our future. Since 1964, over \$400 million for scholarships and grants have been awarded to enhance the quality of life in our region. Learn more at saafdn.org.

Our core values are Excellence, Passion, Integrity, and Community.

SUMMARY OF RESPONSIBILITIES

The Vice President of Communications and Public Affairs is a member of the senior leadership team. This position reports to the CEO and is responsible for managing and directing the organization's internal and external communications. Additionally, the Vice President of Communications and Public Affairs will position the San Antonio Area Foundation as one of the top twenty national community foundations dedicated to advancing public interest in philanthropy and community impact.

The Vice President of Communications and Public Affairs provides executive leadership and strategic direction to shape and implement the Area Foundation's public relations/communications strategies. Working closely with VP of Community Engagement and Impact, s/he is responsible for the co-development and implementation of the Area Foundation's civic and community presence. Key responsibilities also include serving as the Area Foundation's chief communications officer. Managing research-based messaging, marketing, and brand in order to build reputational awareness of the Area Foundation.

COMPETENCIES/SKILLS

- **Must exemplify Core Values of Community, Passion, Integrity and Excellence.**
- Must exhibit a high level of integrity and competence in a leadership position and be able to lead a team effectively in developing and achieving annual stretch goals.

- Excellent interpersonal skills and demonstrated ability to interact with a variety of different people, including high-level community leaders.
- Excellent oral and written communication skills.
- Demonstrated ability to take initiative and contribute to goals of the leadership team, cross-functional teams, and external stakeholders in a rapidly growing environment.

QUALIFICATIONS

- Bachelor's degree **(Required)**; Master's degree **(Preferred)**.
- At least 5-7 years of communication.
- Experience in marketing and public affairs **(Required)**, Philanthropic Experience **(Preferred)**.
- Experience with Crisis Communications and/or Public Affairs Communications.

RESPONSIBILITIES/FUNCTIONS

Oversees the overall planning, implementation and evaluation of the day-to-day Communications and public affairs activities.

- Manage crisis communications and media relations.
- Marketing and brand identity.
- Lead creation of Area Foundation messaging and communications strategies.
- Develop a comprehensive long-range and short-term public relations plan, in collaboration with the CEO that maximizes public awareness of Area Foundation; set priorities and goals; analyze and report on progress in achieving them.
- Establish and manage implementation of a comprehensive annual communications/marketing plan and calendar for public relations, internal and external media services, community relations, government relations, and special events.
- Develop positive media relations, including preparation of news releases and feature articles, as well as coordinating interviews between Area Foundation staff and press, radio and television representatives, while ensuring that all messaging is on brand.
- Prep CEO and/or senior leadership for press interaction.
- Collaborate with all departments to manage media activities.
- Develop strong relationships with members of the local and national press that benefit the Area Foundation.
- Manages the staff editing and writing for institutional projects such as the annual report, institutional collateral and fundraising materials, to include monitoring, analyzing, and tracking of print and broadcast coverage.
- Leverage public affairs and communication strategies in partnership with senior leadership to achieve organizational goals and objectives.
- Responsible for the written, editorial and proofing of institutional written projects within the organization, such as speeches, policies, proposals and grants.
- Assists and advises the CEO with all written and verbal communication projects.
- Ensure effective organizational collaboration and cross-branding with the Santikos Theatres, on behalf of the John L. Santikos Charitable Foundation.

PHYSICAL DEMANDS / WORKING CONDITIONS

The physical demands and characteristics of the work environment described here are representative of those occurring in the performance of the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

TO APPLY:

Submit resume and cover letter to Rachel Duran: rduran@saafdn.org

The San Antonio Area Foundation is an Equal Opportunity Employer.