



Job Title: Communications Director

Department: Marketing and Communications

Reports to: Chief Marketing Officer (CMO)

Location: Wilmington, NC

Position Summary

The New Hanover Community Endowment seeks a strategic and innovative Communications Director to lead internal and external communication efforts, enhancing public awareness, supporting community engagement, and strengthening the Endowment's reputation as a leader in philanthropic impact. Reporting directly to the Chief Marketing Officer, the Communications Director will develop and execute communication strategies that effectively highlight the Endowment's programs and initiatives.

Key Responsibilities

- **Strategic Communication Planning:** Develop and implement comprehensive communication strategies aligned with the Endowment's mission and goals, ensuring cohesive messaging across all channels.
- **Brand Management:** Manage the Endowment's brand identity, ensuring consistent, engaging, and impactful communication that reinforces public trust and recognition.
- **Content Development:** Oversee timely content creation, including press releases, newsletters, social media posts, website updates, and annual and quarterly reports, ensuring alignment with organizational tone and objectives.
- **Social Media Strategy:** Lead social media efforts to increase engagement, reach, and impact. Manage social media channels and develop content strategies that align with the Endowment's goals.



- **Media Relations:** Cultivate and maintain relationships with local, regional, and national media; act as the primary spokesperson when designated and manage media inquiries to enhance public perception and visibility.
- **Stakeholder Engagement:** Collaborate with key stakeholders to promote Endowment programs, events, and initiatives, using communication to support community-driven impact.
- **Internal Communications:** Develop internal communication strategies that keep staff informed, engaged, and aligned with the Endowment’s mission and values.
- **Crisis Communication:** Develop and execute effective crisis communication strategies in partnership with leadership, addressing challenges in a timely and transparent manner.
- **Metrics and Reporting:** Measure the effectiveness of communication strategies through analytics, audience feedback, and engagement metrics, presenting regular reports to the CMO and other executives.
- **Team Leadership:** Supervise and mentor a team, including communications staff and interns, promoting a culture of excellence, collaboration, and growth.

Qualifications

- **Education:** Bachelor’s degree in Communications, Marketing, Public Relations, or a related field; advanced degree preferred.
- **Experience:** Minimum of 7-10 years in a communications leadership role, preferably within a nonprofit, foundation, or public sector environment.
- **Skills and Abilities:**
 - Proven track record of successful communication strategy development and execution.
 - Exceptional writing, editing, and storytelling skills, with the ability to tailor messages for diverse audiences.



- Strong media relations experience, with established connections to media professionals preferred.
- Demonstrated experience and talent in digital communications, social media strategy, and web content management.
- Ability to manage multiple projects and deadlines in a fast-paced environment.
- Strong leadership and interpersonal skills, with a collaborative approach to working with staff and stakeholders.

Work Environment

This role is based in Wilmington, NC, with occasional travel required for media relations, events, and community engagement activities.

Compensation and Benefits

The New Hanover Community Endowment provides a competitive salary and benefits package, including employer-paid health insurance, dental, vision, life insurance, and a 403b retirement plan.

Application Process

To apply, submit your resume and a statement of interest to careers@nhcendowment.org with "Communications Director" in the subject line.

As part of our selection process, we would like to learn more about your writing style and how you approach various communication tasks. Please complete the following short writing exercises, which are designed to showcase your ability to engage diverse audiences effectively:

1. **Customer Success Story Feature:**

Write a short success story highlighting a business you've admired or benefited from. Capture the customer experience, any challenges you observed, and how the organization's solutions helped address them. The tone should be uplifting and customer-focused, as this feature would be shared on our website and in marketing materials.

Max: 200 words



2. **New Product Launch Pitch for Media:**

Craft a brief email pitch introducing a hypothetical new product or service. Emphasize its unique value, the problem it solves, and its relevance to a specific audience

Audience: Media/Journalist

Max: 150 words

3. **Stakeholder Engagement Email:**

Write an invitation email for stakeholders (partners, donors, clients) to join us for a celebratory event marking a major organizational milestone. Emphasize the significance of the milestone, highlight the unique benefits of attending, and create a sense of anticipation.

Audience: Stakeholders (partners, donors, clients)

Max: 200 words

4. **Social Media Campaign Launch:**

Create a series of four different social media posts to introduce a new organizational initiative or program. The campaign should generate excitement, clearly communicate the initiative's purpose, and encourage followers to engage or learn more. Aim to keep each post concise, engaging, and aligned with our brand's tone and style. Add relevant hashtags

Platform: Your choice (LinkedIn, Instagram, X, Facebook, etc.)

Max: 75+/- words per post

We're excited to see your creative approach and how you bring messages to life in various formats!

The New Hanover Community Endowment values diversity and welcomes applicants of all backgrounds. Employment decisions are based on individual capabilities and qualifications, without regard to race, gender, religion, sexual orientation, age, national origin, disability, veteran status, or any other protected characteristic.