

MaineCF Job Posting

Position: Vice President of Communications and Marketing



Who We Are

MaineCF's mission is to bring people and resources together to build a better Maine. We hold assets of more than \$895 million and work across the state with donors, nonprofits and other partners to address the needs of all Maine people through grantmaking, community leadership and investments. Our 50+ employees work from our main office in Ellsworth, a second office in Portland, and remote locations throughout the state. We have a commitment to equity and expect all staff will use equity to inform their work with us. Please learn more about us by visiting our website: www.mainecef.org.

Position Summary

The Vice President of Communications and Marketing (VPCM) is a member of the senior leadership team and is responsible for stewarding and elevating MaineCF's voice. The VPCM will shape and lead a forward-thinking communications, marketing, and brand strategy that helps MaineCF increase its impact, deepen its relevance, and grow its visibility with the many audiences it serves including fundholders, prospects, community partners, board members, staff, and other key audiences. The VPCM will oversee all facets of communications including brand, storytelling, content creation, and digital platforms to ensure a cohesive and authentic narrative aligned with MaineCF's values. Partnering closely with the Management Team and colleagues throughout the organization, the VPCM will help translate MaineCF's complex programs and initiatives with care and clarity and ensure that every communication coming from MaineCF is representative of its values and standards for excellence.

The VPCM supervises a small communications and marketing team of 1-3 employees and performs the duties of a department manager.

Essential Duties and Responsibilities

Foundation and Department Leadership

- As an active member of the Management Team, participates in strategic planning, general organizational leadership and meetings of MaineCF's board of directors
- Represents the Foundation and/or CEO in functions or meetings, as requested
- Monitors and draws from national trends in philanthropy-related communications broadly and community foundations specifically
- Participates in national communications networks or community foundation learning opportunities
- Ensures that all staff and board understand and can deliver core messaging
- Leads, mentors, and supports the communications team across brand, digital, content, and media functions
- Develops and monitors communications and marketing budgets

Communications and Marketing Strategy

- Develops and oversees the implementation of a comprehensive communications and marketing strategy and plan for the Foundation that advances the organizational mission and strategic goals

among key audiences including fundholders, prospects, nonprofit leaders, policymakers, and community leaders

- Develops and oversees tailored, impact-oriented communications and roll-out plans for the foundation's strategic initiatives and other emerging priorities
- Leads the continued evolution of MaineCF's digital presence—including website, email, social media, livestreaming, and emerging platforms—to expand reach, foster connection, and support community impact
- Drives the messaging, content development, design and production of all print materials, delivering them on time and within budget
- Amplifies MaineCF's established brand
- Sets measures of the effectiveness of marketing and communications strategies and activities and oversees the effective use of Salesforce Marketing Cloud

Creative Storytelling

- Leads MaineCF's storytelling efforts to communicate a cohesive story that reflects MaineCF's mission, vision, and values, and captures the Foundation's impact by drawing from all departments as well as meeting the needs of individual departmental goals
- Develops clear, compelling narratives around complex and sensitive topics that honor nuance, invite learning, and support thoughtful engagement across diverse communities
- Serves as a trusted thought partner to the Management Team, helping translate ideas, values, and moments into language that resonates across internal and external audiences
- Handles executive communications and message development for the CEO including high-level, high-impact written materials and develops messaging for CEO remarks/speeches relevant for specific audiences

Media Relations and External Affairs

- Serves as a spokesperson for the organization
- Develops, in partnership with the Director of Editorial and Media Relations, a media relations strategy for the Foundation
- Serves as main point of contact for media, building positive organizational relationships with editors and reporters to garner consistent, positive coverage
- In collaboration with the CEO and relevant senior leadership, leads the planning and execution of significant events
- Ensures the strategic placement of advertising and sponsorships to reach key audiences with targeted messaging
- Cultivates a strong network of contacts with key decision-makers, stakeholders, and industry associations to extend our reach within Maine
- In partnership with CEO, meets with elected officials, lawmakers, and agency staff to help shape public policy and advocate for organizational priorities
- Drafts briefing materials, fact sheets, and press releases to communicate organizational goals to policymakers and the public
- Serves as the MaineCF liaison with external public and government affairs experts as needed
- In partnership with others as applicable, helps track local, state, and federal legislation and regulations that may impact MaineCF or community foundations in general

Crisis Communications

- Serves as our crisis communications leader and point person

- Proactively plans for possible scenarios and ensures all involved understand what to do when predicted scenarios do occur
- Anticipates and is available (seven days a week, if required) for critical PR needs
- In partnership with the CEO, manages internal staff communications to provide reassurance and minimize business disruptions

General Expectations

- Be committed to the mission, vision, and values of Maine Community Foundation.
- Be committed to service to donors, nonprofit organizations, and grantmaking volunteers.
- Maintain open and effective communication with all departments within the Foundation; work as a member of the team in the performance of duties.
- Work well with others.
- Understand and work within Foundation policies and procedures.
- Be reliable and trustworthy.
- Be well organized.
- Be punctual and use time efficiently.
- Perform duties in a conscientious and cooperative manner.
- Perform work in a timely fashion with a minimum of errors.
- Maintain confidentiality for all information concerning MaineCF business, its employees, and its donors, as well as other appropriate information.
- Be willing to share our commitment to equity and expect the person hired will use equity to inform their work with us.

Qualifications needed for position

- Twelve to fifteen years' experience leading a strategic communications and marketing department or creative agency with five to seven years management experience
- Background with a strong storytelling, impact-oriented approach to message development with a preference for a gifted writer with a history of crafting and telling stories; ability to convey complex messages with care and nuance
- Demonstrated political savvy—both in external relations (e.g., media, nonprofit leaders, elected officials) and internal dynamics (e.g., managing up, across departments)
- Knowledge of communications challenges and opportunities of community foundations/philanthropy
- Entrepreneurial mindset with an ability to thrive in a fast-paced, growth environment
- A calm, flexible, and decisive leader who is comfortable making fast, sound decisions in high-pressure or crisis situations while maintaining a steady focus on long-term strategy
- Proven track record of serving as the most senior communications person working directly with CEO, senior leadership, and board
- Experience advancing equity issues desired
- Comfort working with a wide range of personal backgrounds of various foundation constituents
- Strong working knowledge of core communications tools and digital media tools
- Willingness and ability to travel regularly within Maine and some travel nationally to attend meetings and events outside regular work hours, including some evenings and weekends
- Degree strongly preferred or demonstrated equivalent work experience
- Knowledge of Maine, Maine media, and current issues in Maine is helpful

Schedule and Location

- This is a full-time, hybrid position (minimum 3 days in office), based out of our Ellsworth office
- Candidates must live in Maine or establish Maine residency within three months of hire

Compensation and Benefits

- Salary range of \$144,000-\$167,000 annually, based on experience and qualifications
- Health, Dental, and Vision Insurance, 100% employer-paid premium for individual coverage
- Employer-paid short-term disability, long-term disability, and term life insurance
- 401(k) retirement plan with a 6-9% company contribution vested immediately
- 21 paid days off per year (increases with tenure) and 13 paid holidays per year
- Parental leave, Employee Assistance Program (EAP), wellness benefit, free parking, and more!

Our Hiring Process and Timeline

This is a rolling deadline. We will review resumes as they come in. If you are interested in the position, please apply as soon as possible. To apply, please email a cover letter and resume that explain how your skills and experience fit this position to resumes@mainecf.org.

For questions, please contact: resumes@mainecf.org