

Reports to: Vice President, Strategy & Culture
Status: Exempt

Job summary

The Director, Brand Engagement serves as the Foundation's communications strategist, leading the development and execution of integrated communications and brand engagement strategies that advance organizational priorities and strengthen the Foundation's visibility, reputation, and relationships. Reporting to the Vice President of Strategy & Culture, this role translates the Foundation's impact into compelling stories and meaningful engagement opportunities that inspire donors, nonprofit partners, professional advisors, and the community to act.

Success in this role requires a thoughtful blend of strategic communications, storytelling, relationship management, and exceptional project leadership. The Director establishes the Foundation's annual communications priorities, oversees strategic engagement initiatives, and leads the Brand Engagement Associate and Event Associate to deliver a cohesive, high-quality brand experience across every touchpoint. The ideal candidate is a collaborative leader who connects strategy to execution, aligns cross-functional teams, and ensures every communication and engagement opportunity reflects the Foundation's mission and values.

Essential Duties and Responsibilities

Strategic Brand Engagement and Communications

- Design, direct, and execute the Foundation's annual communications and brand engagement strategy, establishing organizational priorities, campaigns, messaging, and engagement opportunities that advance the strategic plan.
- Serve as the Foundation's communications strategist, ensuring communications, storytelling, events, partnerships, and stakeholder engagement work together to achieve goals.
- Lead integrated communications planning across departments, providing strategic counsel and project leadership for enterprise initiatives.
- Serve as steward of the Foundation's brand by establishing and maintaining messaging, visual identity, and engagement standards.
- Partner with the CEO to strategically shape the CEO's community presence, advising on high-value opportunities, relationships, and platforms that advance Foundation priorities.
- Collaborate with executive leadership to develop organizational messaging, presentations, speeches, and thought leadership.
- Represent the Foundation in the community to strengthen relationships and elevate the Foundation's reputation and impact.

Storytelling and Community Engagement

- Identify and translate the Foundation's community impact into compelling stories, campaigns, and engagement opportunities that inspire philanthropy, strengthen partnerships, and move audiences to action.
- Seek, cultivate, and steward strategic community partnerships that advance organizational priorities and expand the Foundation's reach.
- Oversee Major Grant Partnerships (e.g., Empowering Arts Grant Program and impact greater than \$25,000), ensuring meaningful stewardship opportunities for donors, professional advisors, and nonprofit partners.

- Collaborate across departments to translate grantmaking, partnerships, and community initiatives into compelling engagement opportunities and brand experiences.

Engagement Strategy and Event Leadership

- Develop and oversee the Foundation's annual engagement and event strategy, ensuring events support organizational goals, strengthen relationships, and reflect the Foundation's brand.
- Provide strategic leadership and direction to the Event Associate, who manages event planning, logistics, vendor coordination, and execution.
- Serve as executive project manager for the Foundation's highest-profile engagement initiatives, ensuring alignment across departments, timelines, budgets, and stakeholders.
- Evaluate engagement outcomes and implement continuous improvement strategies to enhance future experiences.
- Collaborate with the Director of Capacity Building (I3) to ensure alignment between Foundation programs, events, and overall brand experience.

Team Leadership and Collaboration

- Lead, coach, and develop the Brand Engagement Associate and Event Associate, fostering professional growth, accountability, and collaboration.
- Ensure storytelling, communications, events, and partnerships work together to create a cohesive and impactful brand experience.
- Partner with leaders across the Foundation to review and strengthen external communications, ensuring consistency with brand standards and organizational priorities.
- Build collaborative relationships across departments to successfully execute strategic initiatives and organizational priorities.

Budget and Resource Management

- Partner with the Vice President of Strategy & Culture to develop the annual Brand Strategy and Experience budget.
- Manage engagement and event budgets, ensuring responsible stewardship of resources.
- Monitor vendor relationships, contracts, and expenditures to ensure quality and value.

Required Education and Experience

- Bachelor's degree or equivalent experience in a related field (communications, marketing, Event Management, Public Relations, Client Relations, etc.)
- Seven or more years of experience in strategic communications, customer experience and engagement, brand management, community collaboration, and strategic planning and 3-5 years of direct management experience
- Five or more years of event management from pre-planning to execution
- Five or more years of advancing client relationships and experience

Preferred Qualifications

- A successful track record of leading and managing people to achieve individual, team, and organizational goals; An ability to connect to staff, both on an individual level and in groups; The capacity to clearly communicate a vision of success and inspire others to effectively achieve goals.
- Proven Database management experience and Microsoft Office programs experience

- Proven ability to interact comfortably with a broad spectrum of donors, vendors, community leaders, nonprofit representatives and community volunteers are required. Must be able to manage multiple projects and tasks simultaneously and work both independently and in a team environment.
- Demonstrated ability to set strategy and development plans in collaboration with senior leaders of the foundation; proven ability to set and meet goals.

General Physical Requirements

- Light work: exerting up to 20 pounds of force occasionally and/or negligible amount of force frequently to move, transport, position, install or remove objects weighing up to 20 pounds across office or various outdoor locations.
- Light work involves remaining in a stationary position most of the time. Occasional moving about and maneuvering objects. Occasionally moves items weighing up to 20 pounds, exerting over 20 pounds of force. Recurrent repetitive motion (such as typing) is involved in performing this role.

Working Conditions

- This is a hybrid position with work performed at a combination of the Foundation's two office locations (Venice and Sarasota) as well as remote work determined by operational need.
- The employee is not substantially exposed to adverse environmental conditions.
- Events may take place off-site and may necessitate exposure to weather elements.
- Ability to work from multiple locations as needed.

Disclaimer

The employee must be able to perform the essential functions of the position satisfactorily and, if requested, reasonable accommodations will be made to enable employees with disabilities to perform the essential functions of their job, absent undue hardship for the employer.

Acknowledgement

I have carefully read and understand the contents of this job description. I understand the responsibilities, requirements and duties expected of me. I understand that this is not necessarily an exhaustive list of responsibilities, skills, duties, requirements, efforts or working conditions associated with the job. While this list is intended to be an accurate reflection of the current job, the Employer reserves the right to revise the functions and duties of the job or to request that additional or different tasks be performed as directed by the Employer. I understand that I may be required to work overtime, different shifts or hours outside the normally defined workday or workweek. I also understand that this job description does not constitute a contract of employment nor alter my status as an at-will employee. I have the right to terminate my employment at any time and for any reason, and the Employer has a similar right.

Employee Name: _____

Signature: _____ Date: _____

I have reviewed the job description with the employee.

Supervisor Name: _____

Signature: _____ Date: _____