Conrad N. Hilton Foundation

Director of Communications
Position Description & Candidate Profile
Director of Communications

Location
Westlake Village, CA (with a hybrid schedule – not fully remote)

Reports to
Chief of Staff

Our Client
International hotelier Conrad N. Hilton established the grantmaking foundation that bears his name in 1944 to help people living in poverty and experiencing disadvantage worldwide. Today, the work continues, concentrating on efforts to ensure healthy early childhood development and sustainable livelihoods for youth, support young people transitioning out of foster care, improve access to housing and support services for people experiencing homelessness, identify solutions to safe water access, and lift the work of Catholic sisters. Additionally, following selection by an independent, international jury, the Foundation annually awards the $2.5 million Conrad N. Hilton Humanitarian Prize to an organization doing extraordinary work to reduce human suffering. The Foundation is one of the world's largest, with approximately $8.5 billion in assets. The Foundation has awarded grants to date totaling more than $2.4 billion, $339 million worldwide in 2021.

Learn more about the Conrad N. Hilton Foundation at https://www.hiltonfoundation.org!

Position Responsibilities
Reporting to the Chief of Staff, this role develops and executes the Foundation's communications, marketing and branding strategies, harnessing and deploying the Foundation’s platform, voice, and assets to make lasting, positive change in people's lives.

The Director of Communications is responsible for creating and delivering a broad range of communications, public relations, and marketing initiatives that support the strategic direction and positioning of the organization, its leadership and mission, and its grantee partners and their missions.
The successful candidate will also develop campaigns and coalitions that strengthen and amplify the Foundation's impact, and will also oversee internal and external communications.

In collaboration with other Foundation leaders, this individual will serve as an ambassador for the organization, developing relationships with the media, key partners, and other stakeholders. Within the organization, the Director of Communications will oversee the Foundation's varied and integrated marketing and communications activities, including brand building, movement building, digital media, media relations, and public relations. This role provides leadership to communication and marketing, community and convening, network and partnerships, and funder alliance professionals.

Specifically, the responsibilities of the Director of Communications will include:

**Strategy, Vision and Leadership**

- Playing a catalytic role in setting the strategic vision for the Foundation's brand; enhancing the visibility of the Foundation to target audiences; working collaboratively with key stakeholders to ensure marketing and communications are on-brand, aligned, deliver measurable outcomes, and reflect the Foundation's mission and values
- Overseeing the development and execution of the Foundation's external identity and messaging; broadening awareness of the organization's programs, grantees, events, services, community, and priorities across key stakeholder audiences
- Creating and effectively deploying best-in-class media and public relations strategies that will allow the Foundation to cultivate and enhance meaningful relationships with targeted stakeholders and audiences
- Serving as the internal thought leader and expert on communications practices at the Foundation by promoting a culture of high standards, integrity, and continuous improvement that emphasizes learning, collegiality, and collaboration as well as valuing diversity, equity, inclusion, respect, and transparency
- Defining marketing and communications objectives that are aligned and in support of the Foundation's mission and goals
- Operationalizing long-term communications plans into annual departmental plans and goals to encompass the entire spectrum of departmental activity and all target audiences
• Serving as a key member of the Foundation's leadership team to identify internal and external communications opportunities and solutions, and define and execute appropriate strategies to support them
• Providing strategic counsel to Foundation executive leadership, advising on media perceptions, public relations issues, and compelling messaging to advance the reputation of the organization; enabling /advising on thought leadership priorities across the Foundation
• Developing and implementing systems and utilizing data to measure the effectiveness of all strategic communications and marketing activities
• Providing strategy, oversight, and accountability for the communications departmental budget

**Leveraging the Conrad N. Hilton Foundation Platform**

• Partnering with program areas and other Foundation departments and teams to identify priority goals and projects
• Lead the development of communications collateral, campaigns, and other assets, including mobilizing the Foundation's platform and network to maximize impact
• Developing strategies, plans, and tactics to engage new audiences, as well as social media strategies to support the Foundation's strategic focus and direction; using metrics to refine ongoing and future work
• Fostering and stewarding productive, effective partnerships with peers in other like-minded organizations and foundations to support the broader goals of the Foundation and its grantees
• Promoting integrated movement-building strategies across communications disciplines (i.e., media relations, digital media, employee communications, branding and identity, marketing communications, community relations) and convenings
• Overseeing communications grant and vendor portfolio focused on driving impact through storytelling, network, and convenings

**External Ambassadorship**

• Ensuring the Foundation's "voice" in the media is resonant, effective, and aligned with the Foundation's brand, mission, philanthropic approach, and impact goals
• Ensuring that the Foundation's media presence and clarity of its impact goals are measurably increasing both domestically and internationally
• Actively monitoring and capitalizing on emerging trends in media and public relations, including digital media and other developments
Team Development and Management

• Promoting a culture of high performance and continuous improvement that values learning and a commitment to high-quality thinking and execution
• Working with the leadership team to ensure effective collaboration and coordination on communications activities
• Recruiting and managing vendor partners to augment execution of the communications strategy
• Managing, mentoring, and developing the communications team and individual staff using a supportive and collaborative approach
• Monitoring staff performance and development goals regularly, assigning responsibilities, setting objectives and accountability, establishing priorities, and conducting annual performance reviews
• Managing budgets to align spending with organizational goals, strategic priorities, and focus areas to maximize a return on investments

Profile of the Successful Candidate

The Director of Communications will possess a broad vision of the future of communications and marketing, platform and network development, with a strong understanding of the latest communications trends and technology. The successful candidate will have a passionate commitment and enthusiasm for leadership and success in creating and managing communications strategies, events, convenings, and partnerships. The Director of Communications will be collaborative in nature, and will thrive on supporting the mission of the Foundation and highlighting the work of its grantee partners. In addition, they will combine their knowledge of the relevant sectors in which the Foundation has demonstrated interest with a passion for the mission.

More specifically, the Conrad N. Hilton Foundation seeks a seasoned professional who has:

• Minimum ten years of communications management experience, with at least five years in a senior leadership role
• Demonstrated leadership in creating, implementing, and evaluating multi-year, best-in-class branding, communications, convenings, and partnerships plans
• A track record for innovatively translating strategic thinking into action plans and outputs, with a reputation for inspiring creative thinking and fostering problem-solving
• An entrepreneurial spirit, with the ability to embrace opportunity and overcome challenges
• Excellent written, oral, interpersonal, and presentation skills and the ability to effectively partner with senior leadership, board and staff
• A collaborative, flexible, and collegial orientation, combined with institutional savvy and executive presence
• Proven ability to motivate staff, grantees and other business partners with vision and humility; high degree of integrity and honesty
• Experience in building, developing, coaching, and mentoring teams
• Experience in a non-profit or mission-based organization preferred, with foundation experience desirable

**Start Timeframe**
We seek to have someone in place in Winter 2022.

**Compensation**
This position offers a competitive base salary and includes an excellent benefits package. We actively welcome all candidates from a wide range of backgrounds who have the skills to fulfill this role – regardless of compensation history.

**To Apply**
All applications are held in strict confidence. Please submit your credentials and a letter of interest through our private applicant portal to The 360 Group at:

https://the360group.us/portal/

Applications should be directed to the attention of Vincent Robinson, Managing Partner or Maureen Capitolo, Principal. Applications will be reviewed on a rolling basis. Earlier applicants may receive priority consideration. To be considered, The 360 Group encourages all interested candidates to submit their applications promptly, via the confidential applicant portal linked above.

At The 360 Group, we know that a richly diverse mix of professionals makes organizations more effective. Using that principle as our “North Star,” we make diversity a hallmark of our firm, and all of our search engagements.

**Learn more about The 360 Group at** the360group.us.