



THE 360 GROUP
— EXPECT THE UNEXPECTED —

Skoll Foundation

Chief Brand and Communications Officer

Position Description & Candidate Profile

Chief Brand and Communications Officer

Location

Palo Alto, CA

Reports to

Chief Executive Officer

Our Client

The Skoll Foundation seeks to catalyze transformational social change by investing in, connecting, and championing social entrepreneurs and other social innovators who together advance bold and equitable solutions to the world's most pressing problems.

Jeff Skoll, the first employee and first President of eBay, created the Skoll Foundation in 1999 to pursue his vision of a sustainable world of peace and prosperity for all. The Foundation is part of the Jeff Skoll Group, which also includes Participant (formerly known as Participant Media) and the Capricorn Investment Group. The Foundation is led by CEO Don Gips, an Obama Administration alumnus.

The Skoll Foundation is at an exciting inflection point in its two-decade long history, with equity at the center of an evolving strategy that extends beyond its focus on social innovators of all types working across sectors. The Foundation aspires to fundamentally shift the trajectory on urgent global problems including pandemics and global health systems, racial justice, climate change, effective governance, and inclusive economies. The Foundation does this by connecting social innovators around the world, investing in their solutions, and championing their work.

The Foundation is committed to finding new ways to streamline its operations and support the organization as it drives transformational social change globally. Learn more about the Skoll Foundation at www.skoll.org.

Position Responsibilities

Reporting to the Chief Executive Officer, this role develops and executes the Skoll Foundation's communications, marketing and branding strategies, harnessing and

deploying the Foundation's platform and assets to drive transformation change and support grantees in reaching their goals.

This position will create multi-year plans that promote the Foundation's programs, events, and services; enhance the organization's visibility and brand reputation; and, reach a wide variety of important audiences. Serving as a critical member of the Skoll Foundation's executive team, the Chief Brand and Communications Officer is responsible for creating 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.

This position includes grantmaking opportunities to partner with organizations that focus on the storytelling, networking, and convening aspects of the Foundation's strategy. The successful candidate will also develop campaigns and coalitions that strengthen the Foundation's growing and evolving community, enhancing their changemaking capacity.

With other Skoll Foundation leaders, this individual will serve as an ambassador for the organization, developing relationships with the media, key partners, and other stakeholders. Specifically, the Chief Brand and Communications Officer will oversee the Community and Convenings, Public Engagement and Creative Services, Networks and Partnerships functions. Within the organization, the Chief Brand and Communications Officer will oversee the Foundation's varied and integrated marketing and communications activities, including brand building, movement building, digital media, media relations, public relations, and leveraging other assets in the Jeff Skoll Group, most notably Participant's award-winning content. This role provides leadership to communication and marketing, community and convening, network and partnerships, and funder alliance professionals.

Specifically, the responsibilities of the Chief Brand and Communications Officer will include:

Strategy, Vision and Leadership

- Playing a catalytic role in setting the strategic vision for the Skoll Foundation brand; enhancing the visibility of the Foundation to all audiences; working collaboratively with all stakeholders to ensure marketing and communications are on-brand, aligned, deliver measurable outcomes, and are in the best interests of the Foundation

- Overseeing the development and execution of the Skoll Foundation's vision, identity, and messaging; broadening awareness of the organization's programs, events, services, community, and priorities across key stakeholder audiences
- Creating and effectively deploying best-in-class marketing, media, public relations and community-building 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 and continuous improvement that emphasizes learning, collegiality, and collaboration and values diversity, inclusion, respect, and transparency
- Defining marketing and communications objectives that are aligned and in support of the Foundation's mission and goals; analyzing and interpreting information, conditions, stakeholder positions, and other variables to develop a framework for communications and marketing
- Operationalizing long-term brand and communications plans into annual departmental plans to encompass the entire spectrum of departmental activity and all target audiences
- Overseeing the production of events, including the annual Skoll World Forum, to ensure the fulfillment of impact objectives from an executive perspective
- Collaborating closely with senior leadership team and staff to recognize internal and external marketing opportunities and solutions, and define and execute appropriate strategies to support them
- Providing strategic counsel to Skoll Foundation leadership, advising on media perceptions, public relations issues, marketing strategies, and compelling messaging to advance the reputation of the organization; enabling /advising on thought leadership priorities across the Foundation
- Overseeing the organizational branding for Skoll's communities, conferences, and products
- Developing and implementing systems and utilize data to measure the effectiveness of all strategic communications and marketing activities
- Providing strategy, oversight, and accountability for departmental budgets

Leveraging the Skoll Foundation Platform

- Partnering with grantees and other stakeholders to identify shared goals and develop campaigns and coalitions, including mobilizing the Foundation's platform and network to maximize impact

- Developing strategies, plans, and tactics to mobilize new audiences, as well as actionable social media strategies to support of the Foundation's strategic focus and direction; using metrics to refine ongoing and future work
- Fostering and stewarding productive, effective partnerships with other like-minded organizations and foundations to support the broader goals of Skoll Foundation and its social change community
- Promoting integrated movement-building strategies across marketing/communications disciplines (i.e., media relations, digital media, employee communications, branding and identity, marketing communications, community relations) and convenings
- Overseeing grant and vendor portfolio focused on driving impact through storytelling, network, and convenings

External Ambassadorship

- Serving as a spokesperson and lead point person on media interactions, conferences and panels
- Ensuring the Skoll Foundation's "voice" – especially that of its leadership – in the media is resonating, effective, and aligned with the Foundation's brand 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/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 broader executive team to ensure effective structuring of roles for their function and guiding integration across teams
- Recruiting and managing departmental teams and vendor partners to develop and execute the strategy in a fast-paced and complex environment
- Mentoring and developing staff using a supportive and collaborative approach
- Monitoring staff performance and development goals, assigning accountabilities, setting objectives, establishing priorities, and conducting annual performance appraisals
- Managing assigned budgets and aligning spending to organizational goals, strategic priorities, and focus areas to ensure a return on impact

Profile of the Successful Candidate

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

More specifically, the Skoll Foundation seeks a seasoned professional who has:

- Minimum ten years of brand and 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, marketing, communications, convenings, and partnerships plans
- A track record for innovatively translating strategic thinking into action plans and output, 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; 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 international expertise desirable

Start Timeframe

We seek to have someone in place by late Fall 2021.

Compensation

This position offers a competitive salary and includes a comprehensive 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. 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.