



POSITION ANNOUNCEMENT:

Senior Communications Officer

Department: Public Affairs

Reports to: Director of Communications

Location: Oakland or Los Angeles, CA

Posted: November 1, 2024 | Apply by: December 1, 2024

THE OPPORTUNITY

The California Wellness Foundation (Cal Wellness) is seeking a skillful, creative, strategic communications professional to serve as a Senior Communications Officer focused on proactively elevating the voice of the foundation and its partners to expand visibility, influence, engagement and impact. This role requires the skills and experience to develop, execute, and manage strategic communications and the full range of communications tools and tactics that advance the mission of the Foundation. The Senior Communications Officer will report directly to the Director of Communications and serve as a key member of a communications team within the Public Affairs Department.

Cal Wellness is at an exciting inflection point under the leadership of a new President & CEO who envisions Cal Wellness stepping more fully into its role as a disruptive force that pushes the boundaries of traditional philanthropy, advocates fiercely for racial and social justice, and uses its voice and influence to improve health and wellness for Californians. The Senior Communications Officer will have the opportunity to amplify Cal Wellness' work using finely honed strategy, storytelling, and influence, collaborate across the organization, and serve as a senior strategic communications lead to the programs team and key program areas.

The ideal candidate is both creative and strategic, wields the ability to work in a highly collaborative and team environment as well as work autonomously, possesses excellent interpersonal skills, superior verbal and written communication skills, the ability to anticipate needs as well as adapt and respond thoughtfully to emerging issues, and advanced organizational and prioritization skills to work quickly and effectively in a dynamic team.

THE PUBLIC AFFAIRS TEAM

The Public Affairs Department merges communications, government relations and public policy, and community engagement with guidance from the Vice-President of Public Affairs and in close collaboration with department colleagues and other Cal Wellness departments. We serve as strategic partners to amplify stories and develop proactive communication campaigns, thoughtfully engage government to build relationships and influence public policy, and support meaningful direct engagement of the communities that Cal Wellness serves. Our work happens in collaboration with grantmakers, with fellow philanthropic organizations, in places where policies are made and considered, and in the community. Listening and learning from California's diverse communities to both understand and be responsive to their needs, aspirations, and challenges is a core cross-cutting value at Cal Wellness.

ESSENTIAL DUTIES AND RESPONSIBILITIES

Success in this role includes the following:

Strategic communications leadership: Serves as strategic communications lead for key program areas and portfolios, providing advice on audience targets, communication strategies, and communications grantmaking. Manages expectations and resources to ensure goals are aligned with the departmental strategies and the foundation priorities.

Messaging and narrative development: Able to synthesize complex issues and identify compelling central ideas to shape messages, stories and narratives to advance health and racial justice. In collaboration with program staff, plays lead role in developing core messaging for the foundation's grantmaking and strategic priorities.

Writing and editing: Exceptional writer playing a lead role in crafting external communications including blog posts, talking points, op-eds, speeches and presentations. In collaboration with the Director of Communications, Programs Team, Director of Government Relations and other colleagues, increase the foundation's capacity to respond rapidly in key moments on priority issues by recommending when/how/if the foundation should use its voice. Supervises consultants and contract writers.

Campaign strategy: Working closely with the director of communications, plays a lead role in developing effective campaigns and other sustained communications strategies with targeted audiences, clear goals and measurable outcomes.

Amplification expert: Applies extensive knowledge of California media landscape to identify ideas and stories for paid media and earned media outreach including news coverage and op-eds. Knowledgeable about a range of strategies to drive growth, engagement and impact. Works closely with Digital Communications Manager to shape messaging and content for the foundation's social and digital media channels.

Collaboration and relationship-building: Cultivates strong and trusting relationships with colleagues to develop a deep understanding of foundation priorities and strategies. Able to collaborate effectively with grantee partners and identify opportunities to work collaboratively on communications strategies and projects.

Capacity-building: Work with program staff to strengthen their communications capacity, advise on narrative strategy, and ability to serve as key Cal Wellness spokespeople by providing prep and support for interviews, speaking engagements, and developing tools to build capacity.

Project Management: Work closely with the Communications Coordinator to provide ongoing project management and timely execution of all deliverables. Identify and manage relationships with consultants in close collaboration with the programs team to ensure deliverables are achieved on time and within budget.

CANDIDATE PROFILE

The Senior Communications Officer position requires deep proficiency and experience in a broad range of strategic communications, media relations, and the full range of communications tools and tactics.

REQUIREMENTS, QUALIFICATIONS AND RELEVANT EXPERIENCE

- Significant experience leading the development and implementation of social justice communications and campaign strategies
- Excellent analytic abilities and critical thinking skills, especially the ability to synthesize complex issues in clear and compelling ways.
- Superior writing and editing skills.
- Working knowledge of top social media platforms, metrics and effective content strategies.
- Working knowledge of video production, including storyboarding and scriptwriting.
- Media relations experience and savvy; existing relationships with California journalists are a plus.
- Excellent interpersonal skills with the ability to interact with a diverse population: collegial, energetic, and able to develop productive relationships with colleagues, grantee partners, and consultants.
- Highly organized, creative, and flexible, with strong project-, people-, and time-management skills; demonstrated ability to think independently and juggle multiple priorities.
- Demonstrated efficiency, effectiveness, accuracy, careful attention to detail, and quick turnaround.
- Ability to proactively problem solve, identify, and implement effective solutions, even when there is a lack of clear process or standards.
- Interest and ability to quickly learn the operations of the public affairs team at a philanthropic organization.

CORE COMPETENCIES

The ideal candidate will embody Cal Wellness' core competencies:

- Commitment to Justice, Equity, Diversity & Inclusion
- Communication
- Innovation
- Leadership
- Teamwork and Collaboration

THE CALIFORNIA WELLNESS FOUNDATION

Cal Wellness is a private, independent foundation established in 1992 with a mission to protect and improve the health and wellness of the people of California. As one of the largest health-focused foundations in California, with over \$1 billion in assets, Cal Wellness is a nationally recognized leader for its strategic core operating support for grantees; public policy grantmaking; and a focus on violence as a public health issue. It is Cal Wellness' desire to promote equity and level the playing field so that everyone has access to good-paying jobs; healthy and safe neighborhoods; and quality health care services.

The foundation's current Advancing Wellness grantmaking strategy includes [four interrelated portfolios](#). Since its founding, Cal Wellness has awarded nearly 12,400 grants totaling more than \$1.3 billion. In addition to its grantmaking, the foundation has committed to using its voice, influence, and endowment dollars to advance its mission.

Cal Wellness has a diverse staff of approximately 50 located in its Los Angeles and Oakland offices and a diverse 13-member Board located throughout the state of California. The foundation's work underscores a belief that wellness requires social justice, a deep commitment to diversity, equity, and inclusion (DEI), and sustained efforts to eliminate systemic barriers that prevent access to health care, education, employment, and safety.

Please visit <http://www.calwellness.org> for more information.

LOCATION & TRAVEL

This position is based at either our Los Angeles or Oakland office, and is expected to have a periodic presence in both offices. Cal Wellness operates with a hybrid work model that includes both in-office and remote work. In-office attendance will typically be required Tuesdays and Wednesdays. Travel is estimated at up to 20% to engage with the team and have a periodic presence at our Oakland office and to attend meetings and convenings across the state.

SALARY & BENEFITS

The target starting salary for the newly hired Senior Communications Officer is \$160,000 - \$165,000 per year. The full salary grade for the role is \$134,000 to \$201,000 per year.

Highlights from our benefit package include: a variety of medical, dental and vision plans, a generous 401(k) retirement savings plan with a 16% employer contribution, flexible paid time off, tuition reimbursement, professional development opportunities, 3:1 matching gifts, and the opportunity to work at a mission and values driven organization.

TO APPLY

Please apply [here](#) and upload a cover letter and resume by Sunday, December 1, 2024.

Resume review begins immediately, and candidates will be considered on a rolling basis. Candidates selected for advancement will be asked to participate in several interviews and a writing assignment. If you require reasonable accommodation to participate in our application process, please let us know.

We anticipate the selected candidate will start in February 2025.

The California Wellness Foundation is an equal opportunity employer and welcomes a diverse candidate pool. Additionally, we are a fair chance employer and welcome candidates with lived experience with the criminal justice system.

The above job description is intended to describe the general nature and level of work performed and is not intended to limit the scope of potential work assignments. This is only a summary of the typical functions of the job and duties may differ from those as outlined above.