

THE HEINZ ENDOWMENTS

HOWARD HEINZ ENDOWMENT • VIRA I. HEINZ ENDOWMENT

Job Title: Managing Director, Strategic Marketing & Communications

Reports To: President

Employment Category: Exempt, Regular. Full Time

The Managing Director, Strategic Marketing & Communications (MDSMC) works with the President, staff and Board toward a vision where the Pittsburgh and southwestern Pennsylvania region achieves and models a full transition to a post-industrial age. This future means every resident can fully participate economically and has a place for their cultural/social identity and can build respectful relationships with others.

The Heinz Endowments has a long history of strategically utilizing communications strategies and vehicles to advance its mission through effectively engaging key audiences. At the same time, rapid changes in technology, information flows and social norms around social engagement mean we must adapt to meet our goal of fully integrating branding and social communications into our programs and strategies. We must expand our horizons to include how best to engage our audiences across paid, earned and owned channels by using communications, public relations, partnerships and community engagement – both virtual and in person.

The revised role of the Managing Director, Strategic Marketing & Communications will serve as the cornerstone of a relevant, integrated connection and engagement capability, leveraging cutting-edge, highly adaptive practices from the private, public and social sectors. This individual will lead through inspiring, building and executing – combining marketing expertise with knowledge of social change and government relations to establish a capability that extends beyond traditional communications throughout our organization, grantee and partner networks.

MDSMC Key Organizational Relationships

Internally, the MDSMC works with all foundation departments, the organization's Leadership Team and staff, and in liaison with the President and the Board. As a member of The Heinz Endowments' Leadership Team, the MDSMC will provide communications and marketing expertise exemplified through both thought leadership and strategic execution and will collaborate with all staff to provide a clear vision to all stakeholders in and affiliated with the foundation.

The MDSMC reports to the President, works closely with the Leadership Team and will have responsibility to coach, develop and lead the Strategic Marketing & Communications team, and oversee the day-to-day financial, business, and cultural operations and functions of this team.

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MDSMC Position Summary

The MDSMC reports directly to the President and is responsible for leading initiatives aimed at building and executing the brand, strengthening marketing and communications, fostering strategic partnerships, and expanding relationships with various stakeholders while ensuring alignment with the foundation's mission, vision and values. This role serves as a brand champion, establishing and achieving aspirational objectives through innovative leadership in strategic marketing, communications and effective government relations. The MDSMC is the key change agent in raising the profile of the Endowments' leadership position, influence and voice, both at a national level and to the next generation of young stakeholders in southwestern Pennsylvania.

The MDSMC collaborates closely with program leadership to enhance the foundation's grantmaking strategy through a culturally competent marketing and communications program, aiming to position the Endowments as a catalyst for sustainable growth in the Pittsburgh region. The Heinz Endowments is proud to partner with approximately 500 nonprofit organizations in support of its broader social mission, which will require this leader to continue to deepen and expand upon these important relationships.

MDSMC Position Scope

The MDSMC is responsible for the strategic planning, development and management of all aspects of the organization's internal and external marketing and communications activities. This role also requires serving as an external spokesperson and lead representative, ensuring that communications and media relations efforts reflect the values of the Endowments, amplifying messaging that aligns with the mission and values of the organization, and developing opportunities and initiatives to raise public understanding of and engagement with the Endowments' work.

Roles and Responsibilities:

- I. **Heinz Endowments Identity – Synthesize a clear brand message and strategy that embodies the Endowments' mission, strategy, values and purpose:**
 - a. Work with the President, foundation leadership and staff to create a concise brand message that tells, with integrity and accuracy, the "story" of the Endowments' programs and initiatives, illuminates its mission and areas of strategic focus, and highlights the foundation's impact in the community while also striving to exert influence nationally and potentially at the international level.
 - b. Work with the President, foundation leadership and staff to identify the most critical market segments in current and potential audiences that the foundation's messaging needs to reach, inspire and impact. This includes key stakeholder groups relevant to the Endowments on the national and global level.
 - c. Create an overarching, integrated marketing and communications strategy of creative campaigns that proactively meet the target audience where they are, and kickstart ongoing conversations around the issues and impact critical to the

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- foundation's mission, especially its priority strategic funding areas: Creativity, Learning, and Sustainability in areas including diversity of audience, content, relevance and impact.
- d. Develop a “convener strategy” that fosters collaborative partnerships with stakeholders and leaders across the public, private and nonprofit sectors to amplify the impact of the Endowments and aligned organizations.
 - e. Establish and consistently implement brand guidelines and best practices that also ensures all the foundation's internal and public facing communications materials and initiatives align with ethical standards of philanthropic – and where appropriate, journalistic – practice and reflect the foundation's core values.
 - f. Build capability to introduce innovative marketing, influence and brand-building tools to the Endowments that help unify and cohere diffuse and disparate activities, and that empowers the entire organization to utilize and leverage the power of marketing for impact.
 - g. Implement performance metrics to evaluate marketing initiatives. Demonstrate ROI and other key measurements on those programs.

II. Heinz Endowments Stewardship – Provide leadership and inspiration on marketing and communication execution to ensure the Endowments' success.

- a. Manage and lead the integrated marketing and communication on all platforms, including print, digital and social media communications materials and initiatives, to achieve/exceed the key performance indicators established in the strategic plan, which include awareness, engagement, relevance and impact.
- b. Operationalize the overall strategy into clear execution tactics and metrics for success and empower the Marketing & Communications team to incorporate it within long-term and day-to-day responsibilities as set by this leader.
- c. Oversee the Endowments' digital expression on all platforms. Create a unified, user-centric messaging plan and community for all social media products, leveraging the best of breed of each platform while retaining an overall brand voice.
- d. Establish social and digital media relationships and partnerships to create distribution opportunities and increase audience reach.
- e. Develops and executes the foundation's government affairs strategy, engaging with federal and state departments, policymakers, and regulatory bodies, fully coordinating with program teams in these efforts. This includes cultivating relationships with legislators, administrators, legislative associations and regulatory agencies to advance the Endowments' mission and objectives. The role also involves monitoring external trends, evolving legislation and policy developments, providing regular updates and insights.
- f. Increase awareness of the foundation through elevated media engagement (such as email lists, newsletters/publications, public policy statements, news releases, editorials, blogs, podcasts, public speaking engagements, etc.) that serves the larger strategy, supports program initiatives and reinforces the Endowments' brand.
- g. Ensure that all featured grantmaking for public announcements is relevant and impactful in response to changing community needs and a dynamic policy environment.

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- h. Create an efficient “feedback loop” of marketing and communications effectiveness based on established key performance indicators that inform and impact revisions to execution efforts and, if needed, big-picture reorientation.
- i. Work with program leaders to measure/assess awareness of individual programs and their impact in the community as part of the Endowments’ evolving evaluation practice in order to better understand the full impact of each program initiative.
- j. Work with the President, foundation leadership and staff to ensure that all internal and public facing Endowments communications materials and initiatives align with ethical standards of philanthropic – and where appropriate, journalistic – practice and reflect the foundation’s core values.
- k. Develop and manage an annual budget and ensure budget and agreements with outside vendors are considered with an equity lens and professionally managed in accordance with Endowments standards.
- l. Provide communications support to other foundation departments.

III. Heinz Endowments Impact – Serve as the Endowments’ external spokesperson and representative and the internal “brand ambassador.”

- m. Serve as the foundation’s representative in communications and media relations endeavors conducted in collaboration with community partners, local and national foundations, and grantees, ensuring that the mission, vision, values and points of view are clear in jointly created messages, materials and initiatives.
- n. Lead efforts to build strong, well-informed relationships with local, regional, philanthropic and selected national media (as defined today); philanthropy sector membership groups; and partner organizations.
- o. Represent the Endowments in initiatives in partnership with program team leaders aimed at enhancing the quality of nonprofit news reporting in the region.
- p. Work closely with the President on public-facing messages and provide direction and oversight to ensure all communications endeavors align with the foundation’s mission and values, and with relevant media relations/communications protocols.
- q. Educate targeted audiences about the Endowments’ programs and related success stories through this leader’s lens based upon their proven experience in the private and/or philanthropic sector or area(s).

IV. Heinz Endowments Organizational Leadership – Play a significant leadership role as a manager and peer at the Endowments.

- r. Lead, mentor and inspire the existing team, emphasizing the significance of an overarching strategic marketing and communications plan and the need for ongoing evolution.
- s. Build and maintain critical internal partnerships essential to efficiently combining the Endowments’ assets for impact. This includes closely partnering with the Program Directors and other key leaders
- t. Strengthen Board relationships by ensuring that the members are well-informed on news and key issues critical to the Pittsburgh region and the foundation through daily

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- distribution of curated local and national news clips, and reports of communications activities.
- u. Ensure that all portfolio-level grantmaking and strategic organizational initiatives include clear strategic marketing and communications plans, with ownership considered as part of the recommendation.
 - v. Recruit and develop a diverse and talented staff, supporting them in advancing their impact within our organization and along their career trajectory.
 - w. Actively participate in the Endowments' executive management committee, helping to shape the organization's decisions.

Ideal Qualifications/Skills

- 15-plus years of senior-level marketing experience, ideally including strong collaboration with, or oversight of, strategic communications.
- Proven demonstration of significant commitment to nonprofit/philanthropic work throughout their career and/or personal endeavors.
- Deep understanding of and ability to adapt to different types of organizations – their constituents and stakeholders – and what drives them to align with a specific mission while bringing fresh thinking to efficiently reach targeted audience(s).
- Proven success in successfully elevating and expanding an organization's brand, mission and programs through strategic marketing and communications strategies and implementation, while simultaneously contributing to a positive and inclusive culture.
- Demonstrated history of driving growth and awareness within a small, close-knit, collaborative culture that has been going through a period of significant transition.
- Experience in successfully using data and analytics to inspire non-intuitive marketing and communications strategies.
- Keen understanding of consumer trends, especially as they relate to diverse genres, modes of consumption and viewer demographics.
- Ability to clearly articulate the brand and critical programs to external and internal constituents.
- Enthusiasm for entrepreneurialism, innovation and creation.
- A collaborative leader who is forward-thinking in their approach to marketing and communications and willing to experiment while coordinating with The Heinz Endowments' leadership involvement around critical initiatives.
- An unpretentious and engaging style – a leader who is both confident, adaptable and believes the best idea(s) should prevail.
- A strong team builder with a track record of mentoring, inspiring and retaining key talent, and exhibiting an empathetic approach with their team and organization, which is experiencing extraordinary new leadership and a time of significant change.
- A deep motivation to provide quality marketing support and communications to the intended community of those who are underserved.

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- Proven ability to work effectively with individuals from diverse backgrounds and experiences, drawing on a broad range of professional, personal and community perspectives to foster inclusive collaboration and drive more inclusive outcomes.
- Relevant experience and practiced competencies over specific degrees or concentrations are highly valued. While a particular degree or field of study is not mandatory, candidates should demonstrate how their educational background and hands-on experience align with the requirements of the position.

If you believe you are qualified and would like to apply, please submit your resume directly to:

Mary B. Moore | VP, Executive Search, Sucherman – a ZRG Company

submissions@sucherman.com

Applications are not being accepted by The Heinz Endowments and must be sent directly to the recruiter via the application link.

Application deadline: October 18, 2024

Compensation range: \$220,000 - \$260,000, commensurate with experience.