

POSITION DESCRIPTION
AND
IDEAL CANDIDATE SPECIFICATION
Communications Lead-Brand Strategy
East Foundation
San Antonio, TX

The East Foundation is a non-profit tax-exempt organization established in 2007 upon the passing of Robert C. East on June 18, 2007. The Foundation operates six ranches across approximately 217,000 acres of south Texas native rangelands making it one of the largest private landowners in both Texas and the nation. With administrative offices in San Antonio, the Foundation deploys a staff of over 40 throughout south Texas to meet its mission to promote the advancement of land stewardship through ranching, science, and education. To fulfill its mission, the Foundation:

- Uses its land as a working laboratory where scientists and managers work together to address issues important to wildlife, rangeland management and overall ranch productivity.
- Through good land stewardship, ensures that ranching and wildlife management work together in order to conserve healthy rangelands.
- Influences public policy by ensuring our government and universities have land stewards' best interests in mind.
- Builds future leaders through programs that introduce students to private land stewardship.
- Invests in professional development for the next generation of land stewards through internships, graduate fellowships, and close engagements with university programs.
- Maintains its legacy by upholding the East family's vision and values established more than a century ago.

The opportunity: this will be the Foundation's first Communications Lead. The successful candidate will work closely with the Chief Executive Officer and Director of Operations Support to develop and fully implement the Foundation's communications strategy.

Position summary

The Communications Lead-Brand Strategy (CL) will provide leadership and build the capacity of teams supporting the Foundation's communication, branding, and marketing efforts. Primary duties will include developing and implementing EF communication strategies across all venues, designing and conducting projects, and working closely with team members (including Foundation personnel and external partners) to ensure message continuity and alignment with brand position and mission. In addition, the CL will develop resources to support external communication efforts of Foundation staff to increase the effectiveness of outreach efforts. The CL is required to demonstrate creativity in planning and implementing projects aimed at leveraging the Foundation's resources to secure sponsorships for high-profile programs.

Relationships

The CL reports to the Chief Executive Officer and will work closely with Director of Operations Support and other members of the leadership team. In addition, the CL will develop and maintain close relationships with Foundation personnel and partner organizations.

Position priorities (to be addressed during the first six months)

- Review existing communications strategy, brand position materials and audience communication framework to refine short- and long-term priorities and goals.
- Develop communications and marketing implementation plan that focuses on short- and long-term priorities and goals.
- Work closely with the CEO and Director of Operations Support to ensure that the necessary resources; including the development of communications team members and other Foundation staff, are in place for successful progress toward goals.

Primary responsibilities

- Executes the Foundation's communication strategy through the development of marketing campaigns across various platforms ensuring every individual in the Foundation organization is an ambassador for the brand.

- Drive the Foundation’s goals in meeting their mission of land stewardship by communicating the Foundation’s brand position, mission, and goals to targeted audiences.
- Cultivates and maintains meaningful relationships with Foundation staff and partner organizations.
- Coordinates external communication and outreach efforts (including Foundation website and social media) across all units of the Foundation and supervises the work and activities of the communications team.
- Develops resources that enable Foundation staff to be more effective ambassadors for the brand including marketing brochures or other promotional materials and assists in document and messaging design ensuring brand standards and Foundation voice are consistently applied.
- Collaborates with other directors and managers to foster team building and information sharing. Builds capacity of Foundation staff to generate and deliver program-specific content.
- Develops budgets for all communications and marketing projects and programs.
- Manage external consultants as needed.

Ideal experience

- Education: this job requires at least the organizational, analytical, and communications skills normally acquired through the completion of a bachelor’s degree in Communications, Marketing, Publics Affairs or related discipline. An advanced degree or professional certification in a relevant field would be a valuable addition.
- Work experience: at least 8 to 12 years in a comparable position, including proven ability to manage implementation of a comprehensive strategic communications program for the purpose of advancing the organization’s goals and objectives. Experience with a non-profit organization, particularly in conservation or a related field, would be a plus but is not required.
- Knowledge of the state of Texas and its ranching heritage would be ideal; an appreciation of the culture and economics of ranching, wildlife management, hunting, and agriculture, with an understanding of the concerns of landowners, is preferred.

- Excellent communications skills – verbal, written, and presentation – and demonstrated ability to successfully manage complex, fast-moving and unexpected communication challenges are required.
- Proven relationship/interpersonal skills, with the ability to develop meaningful working relationships across a range of audiences from Foundation staff and professional advisors to partners, landowners, sponsors, and policymakers. A team player with the demonstrated ability to elevate the performance of teammates.

Ideal personal profile

- A high energy individual with a commitment to excellence and fulfilling the Foundation’s mission.
- A highly organized and detail-oriented leader who plans strategically, consistently meets deadlines, and manages multiple concurrent projects, while motivating other team members to reach their goals successfully.
- High tolerance for ambiguity and ability to thrive in an environment of growth and change.
- A team leader who can build the communication capacity of Foundation team members, enhance existing team strengths, leverage the value of outside service providers, and who is also a team player willing to take on any necessary task to get the job done.
- Has excellent judgement and creative problem-solving skills, is self-motivated and proactive, possesses the ability to work comfortably and efficiently in a collaborative setting, and is a strategic thinker who can provide lasting solutions for complex communication issues.
- A creative thinker who understands the public benefits of private land stewardship and who is motivated by and passionate about the Foundation’s mission and its contribution to the future of Texas.
- An outstanding individual who has the character, integrity, experience, and judgement to represent the East Foundation with all stakeholders—landowners, universities, conservation organizations, ranchers, policy makers, and the general public.

To Apply:

Please send the following documents via email with “Communications Lead” in the subject line to Cindy Pavlicek, Manager of Human Resources.

- A 1 to 2-page statement of interest describing your background, relevant experience, accomplishments, and interests.
- Full resume—including all skills and proficiencies, volunteer experience, and/or other accomplishments, as well as a list of at least 3 professional references.
- A copy of your current college transcript. Applicants may submit an unofficial copy.

Contact Person

Cindy Pavlicek, Manager of HR

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