



PRIMAVERA

PRIMAVERA FOUNDATION // PROVIDING PATHWAYS OUT OF POVERTY

JOB DESCRIPTION

151 W. 40th Street
Tucson, AZ 85713

Job Title: Director Communications and Advocacy
Reports To: Chief Executive Officer
Hours: Full time, varied to meet the needs of the organization
FLSA Status: Exempt
Created by: Peggy Hutchison
Date: August 2021

PROGRAM DESCRIPTION AND JOB SUMMARY

The Director of Communications and Advocacy at the Primavera Foundation will work collaboratively with senior leadership and program staff to develop and implement comprehensive communications and advocacy strategies, consistent with Primavera Foundation's mission, vision, and strategic plan to provide pathways out of poverty through safe, affordable housing, workforce development, and neighborhood revitalization. This position is designed to expand Primavera Foundation's visibility, deepen the impact of programs and advocacy, and oversee organizational messaging. The successful candidate will be bilingual/multilingual, have significant communications experience that includes a blend of advocacy and media relations, a strong track record of positioning an organization to achieve tangible outcomes in a competitive communications environment, and have the ability to coach and support staff, residents, and program participants as spokespersons.

PRIMARY DUTIES AND RESPONSIBILITIES (Work assignments may vary depending on organizational needs and will be communicated by the Chief Executive Officer):

Communications

- Steward Primavera's overall brand including managing its visual expression as well as developing and maintaining consistent messages
- Manage external communication strategies to build visibility and understanding of Primavera's mission and vision
- Coordinate development and production of all publications and promotional materials for diverse audiences
- Manage all channels/tactics including the website, social media, Impact Report, and newsletters
- Manage media relations through fostering of existing relationships and establishing new ones
- Oversee organizational response to enquiries about Primavera Foundation

Advocacy

- Develop strategies and systems for mobilizing constituents to advocate on issues important to Primavera
- Cultivate relationships with disinvested, marginalized, and low-income communities, especially BIPOC constituents, to foster involvement in advocacy goals
- Oversee planning and execution of events such as advocacy trainings, symposia, and roundtables
- Prepare regular reports for the Board of Directors, leadership staff, and funders on key milestones and progress
- Participate in developing the annual budget for communications and advocacy
- Adhere to and demonstrate Primavera's guiding principles of integrity, respect, accountability, compassion, and leadership
- Other duties as assigned by leadership

KNOWLEDGE, SKILLS, AND ABILITIES

- Commitment to Primavera's mission and vision
- Commitment to communicating with integrity and in recognition of the dignity of those served by Primavera
- Bilingual in Spanish and English
- Experience working on issues related to people, place, and community including poverty, affordable and accessible housing, and neighborhood development as experienced across distinct contexts of economy, race, ethnicity, and gender
- Understanding of political and economic contexts and diverse cultures in Arizona
- Capacity to think systemically and connect to larger social issues and concerns; especially issues related to equity and justice for low-income and traditionally marginalized communities
- Ability to foster new relationships and engage diverse stakeholders
- Excellent communication skills, both written and verbal, in English and Spanish
- Demonstrated success with advocacy initiatives
- Detail oriented with an ability to prioritize and handle multiple tasks without compromising quality
- Ability to travel within and outside Arizona
- Capacity to stay overnight for business travel
- Capacity to work evenings and weekends when needed

MINIMUM QUALIFICATIONS

- Bilingual in Spanish and English
- Bachelor's degree from an accredited college or university, in communication, public policy, economics, or related field
- A minimum of five years of successful applicable professional experience
- Ability to work successfully in a complex and fluid environment demanding self-reliance combined with team work, outstanding judgment, people skills, an ability to distinguish between the urgent and the important, and to work accordingly
- Excellent organizational, administrative and project management skills
- Ability to manage and move forward on several priorities simultaneously
- Outstanding verbal, written, and public speaking communication skills in English and Spanish
- Proficiency with office software programs, including Microsoft Outlook, Word, Excel, PowerPoint, and other business software applications
- Excellent time management skills and outstanding detail-orientation
- High level of creativity, flexibility, and strategic focus
- Must have reliable transportation, valid driver's license, proof of insurance, and clean driving record

PHYSICAL ENVIRONMENT/CONDITIONS

- Indoor business office environment with moderate office noise levels
- Attendance at outdoor agency and community events throughout the year
- Frequent travel by car between Primavera offices/programs, to community events and to meetings with community members including residents, program participants, staff, board members, donors, and business partners

(This job description is intended to indicate the basic nature of the position and examples of typical duties that may be assigned. It does not imply that all positions within the job description perform all of the duties listed, nor does it necessarily list all possible duties that may be assigned. Successful candidates will be able to perform the essential functions of the position, with or without reasonable accommodations.)

The Primavera Foundation is committed to a discrimination-free workplace and to providing equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, creed, religion, gender, sexual orientation, national origin, age, pregnancy, mental or physical challenging condition, marital status, amnesty, political affiliation, status as a covered veteran, or other protected characteristic in accordance with applicable federal, state, and local laws.

Interested candidates may send a cover letter and resume to: jobs@primavera.org