



Position Profile

Prepared by Robert Half - Executive Search

Director of Communications

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Company Information

The California Fire Safe Council (CFSC) is a 501c3 non-profit organization based out of Sacramento, California. Our mission is to support community-led wildfire resilience efforts across the State of California through technical assistance, education, and grant-making. With the threat of wildfire looming ever-larger for many California communities, CFSC is redoubling its efforts to build strong local and countywide Fire Safe Councils and lead efforts in community wildfire preparedness, education, and mitigation.

The Director of Communications will be responsible for developing and implementing a long-term communications strategy for the organization that engages diverse audiences. They will establish and build CFSC's organizational communications plan, enhance communications channels and mechanisms, grow followers/subscribers, develop content and messaging, engage with media on CFSC's behalf, and support the development of communications tools for use in wildfire preparedness campaigns state-wide.

This position is eligible for a telework arrangement upon approval by the Executive Director. Occasional presence in the Sacramento office is required, as well as the ability to travel for in-person meetings and events with stakeholders and funders.

CFSC's values:

- Transparency, collaboration, and accountability
- Diversity, equity, inclusion, and justice
- Intentional communication
- Cultivating a team atmosphere
- Commitment to quality improvement

For additional information, please visit: www.cafiresafecouncil.org

Position Information

The California Fire Safe Council (CFSC) is seeking a highly skilled and strategically minded **Director of Communications** to lead the organization's communications efforts. This role is integral to advancing CFSC's mission by developing and implementing a comprehensive communications strategy that engages diverse audiences and supports the organization's goals. This is a new role and an exciting opportunity to support the growth and evolution of the organization through timely and compelling communications to existing and new audiences.

The Director of Communications will establish and execute CFSC's communications plan, enhance communication channels, expand the organization's reach, develop compelling content and messaging, foster media relations, and provide communication tools to support local efforts. This role will be integral in evolving CFSC's brand as the organization shifts its

service delivery model over the next 3 years in support of Federal and State wildfire resilience strategies.

Compensation:

- Salary of \$125,000 - \$140,000

Key Responsibilities

- Collaborate with the Executive Team and Board of Directors to develop and execute a comprehensive communications strategy.
- Align communications and outreach goals with CFSC's strategic objectives, programmatic plans, fundraising/ fiscal needs; establish performance metrics.
- Update and enhance CFSC's brand in alignment with the anticipated new strategic plan.
- Enhance communications channels, including social media, website, print materials, and newsletters to effectively reach donors, corporate sponsors, partner organizations, grantees, public agencies, the media, and the general public.
- Create impactful organizational messages, content, and outreach materials in partnership with the Development and Programs teams.
- Oversee updates and maintenance of CFSC's website, showcasing organizational successes, impact metrics, and compelling storytelling for a variety of audiences
- Build and maintain positive media relationships to promote CFSC's initiatives and respond to inquiries.
- Develop and deploy messaging and content to support CFSC's fundraising and development efforts.
- Represent CFSC at events, conferences, and meetings; deliver presentations, manage exhibits, and engage with stakeholders.
- Cultivate relationships with partner agencies to coordinate messaging campaigns; participate in task forces and working groups focused on wildfire resilience communication strategies.
- Plan and execute communications for events, campaigns, and other initiatives.
- Manage contractors for communications efforts, as needed.
- Produce and disseminate CFSC's annual reports.
- Brief the Executive Director and Board of Directors on communications efforts through regular reports.
- Develop talking points for key messages for members of the executive team, where appropriate.
- Work closely with the Programs and Grants teams to ensure consistent messaging; create replicable communication tools and campaigns for wildfire resilience.
- Support messaging, branding, and event production for major fundraising activities.
- Lead and mentor the communications team (currently one staff member), including performance management, staff development, and oversight of work assignments.

Candidate Profile

Education and Certification/License Credentials

- A bachelor's degree in communications or a related field is strongly preferred.
- A current CA driver's license and proof of auto insurance are required.

Functional Competencies

- 6+ years of communications experience, preferably in an environmental, natural resource, or fire safety organization.
- 3+ years of leadership experience in communications.
- Exceptional written and verbal communication skills, including public speaking and media engagement.
- Proficient in social media strategy and execution to inform, engage, and mobilize target audiences.
- Experienced in planning and leading media campaigns.
- Strong strategic planning and project management skills, with a proven ability to develop and execute plans.
- Experienced in rebranding efforts, including updating logos, messaging, and branding guidelines, in support of the evolution of CFSC's service delivery model and strategy.
- Comfortable managing diverse responsibilities within a dynamic work environment.
- Prior experience working closely with a development or fundraising team.
- Proven success in hiring, training, and managing a small team.
- An understanding of nonprofit organizations, experience with messaging for fundraising purposes, and experience with grant funding would be preferred.

Personal Characteristics

- Self-motivated with minimal need for oversight.
- Adept at building and maintaining strong relationships with executives, staff, board members, and donors.
- Ethical and reliable, with a strong sense of integrity and respect for others.
- Hands-on leader with a strong work ethic and a willingness to "roll up their sleeves."
- Passionate and energetic, inspiring confidence and engagement.
- Collaborative, down-to-earth, hands-on, genuine, and considerate of others.
- Goal oriented, action-driven, and focused on delivering measurable results.



ROBERT HALF - EXECUTIVE SEARCH CONTACTS

Christina Bui

Managing Director

Mobile: (415) 819-3802

Christina.Bui@Roberthalf.com

Dan Goonin

Senior Principal

Direct: (727) 369-1680

Daniel.Goonin@Roberthalf.com

Kristen Kelley

Senior Associate

Direct: (423) 244-0034

Kristen.Kelley@Roberthalf.com

Kelsey Fenn

Senior Search Coordinator

Direct: (617) 218-6129

Kelsey.Fenn@Roberthalf.com

Robert Half Executive Search

www.roberthalfes.com