

Communications Manager

The Roundhouse Foundation

Title: Communications Manager

Status: Full-Time, Exempt

Hours: 40 hrs/week; generally Monday-Friday 8:30am-5:00pm; some nights and weekends may be required. Occasional travel required.

Location: Sisters, Oregon (some remote work available)

Reports to: Director of Foundation Operations

About the Roundhouse Foundation & Pine Meadow Ranch

The Roundhouse Foundation is a private family foundation based in Sisters, Oregon, with a mission to support creative projects and organizations through art, environmental conservation, social services, community leadership, and education across rural and Tribal communities in Oregon. The Foundation's vision is to create a positive impact through collaboration by encouraging creative problem solving, supporting innovative programming, and stimulating the economy. Roundhouse Foundation employees embrace and advance the common values of the organization: community enrichment, cross-generational support, arts and cultural awareness, and catalyzing change.

Pine Meadow Ranch Center for the Arts & Agriculture, a program of The Roundhouse Foundation, is a 260-acre working ranch serving as a learning lab for conservation, regenerative agricultural practices and creatively supporting economic development in a rural community. The Ranch also hosts a seasonal residency program. The vision of the PMRCCA is to improve the well-being of people and place through the arts, stewardship, and sustainable agriculture, with the goal of preserving the land, views, and other assets of the historic ranch for years to come.

Position Overview

The Communications Manager develops and implements an organization-wide communication strategy to highlight the work of the Foundation and its projects, including those projects of interest to other philanthropic institutions. In addition, it supports external communications including website management, online newsletter development and distribution, and social media management. A priority of this role is to elevate grant partner stories, share foundation and foundation partner opportunities and provide connection to the work of the Foundation. This position also strategizes and implements marketing and outreach for PMRCAA agricultural projects, residencies, activities, special events, classes and workshops. This position should identify and highlight intersections of the work of Roundhouse Foundation and PMRCAA and articulate how multiple projects connect with the strategic objectives of the organization.

The successful candidate will be a strong storyteller and have extensive software experience with programs like Wordpress, Canva, and other design platforms. They will be comfortable using, providing content for and expanding the Foundation and PMRCAA's reach on social media platforms including Facebook, Instagram and LinkedIn. As they develop and understand the 'voice' of the Foundation and its programs, this position will seek guidance and approval from senior staff and Trustees. In addition, they will possess

excellent organizational and time management skills, recognizing the timeliness of shared information and its importance to the broader community.

This position offers some remote work; but successful candidates should be able to work at the office at least 2-3 days per week as well as have the ability to travel to grant partner locations occasionally as required.

Essential Duties and Responsibilities:

- Develop and implement an organization-wide communications strategy that showcases the intersections of all projects. Work with program staff to help them implement communications strategies for their respective areas.
- Provide, steward and manage web content, including writing and editing blog posts for approval by senior staff, to clearly articulate the Foundation's goals, strategies, and impact as well as supports the PMRCAA Strategic Plan. Gathering information that enhances the value of the site and provides important storytelling about the work of both the Foundation and PMRCAA.
- Develop and publish the Foundation's electronic monthly newsletter, including graphics and layout.
- Serve as the organization's social media content developer and contact for Facebook, Instagram and other platforms as determined by Senior Staff. While working with other staff identify and post appropriate and socially conscious content for both the Foundation and PMRCAA social pages.
- Maintain the Foundation's media kit and distribute as required. Work with grant partners on communications materials, logos, and use of the Foundation name.
- Work closely with the Public Relations team and a series of contract writers to ensure consistent storytelling for the Foundation and PMRCAA is developed and distributed locally, regionally, and nationally as directed.
- Assist in developing and maintaining media lists for each of the Foundation's programs.
- Source and potentially travel to grant partner programs to research stories for distribution through the Foundation's channels to further support Foundation grant partners. Identify additional ways communication materials can assist in grant partner development and support.
- Create traveling displays for Foundation or PMRCAA projects as required.
- Understand and look to steward the growth of the voice of the Foundation and PMRCAA to ensure that the Foundation communications align with the overall communications strategy and style guidelines.
- Future projects for this position include video production of PMRCAA lectures, workshops and projects as well as potential PMRCAA residency podcasts.
- Other duties as directed.

Minimum Qualifications

- A strong desire to support the mission of Roundhouse Foundation, and a commitment to rural and Indigenous communities throughout Oregon
- Outstanding communicator who can develop creative stories to engage their audience.
- Strong graphic design skills and clear understanding of trends and intersections of media types.
- Demonstrated competence with digital media platforms including social media, WordPress, Constant Contact, Canva and others.
- Exceptional written and verbal communications and organizational skills.
- Prior experience in digital media management, marketing or public relations.
- Demonstrated ability to manage multiple tasks in a timely manner and prioritize without direct supervision.
- Experience working or volunteering with non-profits.
- Exceptional interpersonal and relationship-building skills.

- Ability to deal with sensitive issues, escalating these to the Director of Foundation Operations or other appropriate staff in an expeditious, professional manner.
- A valid driver's license and the ability to travel to different partner locations as requested by Foundation staff.
- Ability to interact respectfully with people of diverse backgrounds, perspectives, and cultures.
- A personal style characterized by humility, flexibility, self-awareness, accessibility, curiosity, humor, a sense of urgency, and the ability work with grace under pressure. Personal qualities of honesty, transparency, integrity, and credibility.

Preferred Qualifications

- 1-2 years' experience Public Relations/Marketing
- Video/Podcast Production skills
- Relationships with communities and/or non-profits in rural Oregon.
- Understanding of Indigenous cultures and Inter-Tribal relationships across the Pacific Northwest
- Lived rural experience
- Multi-Lingual, Spanish preferred

Compensation

This is a full-time, exempt, employee position. Position compensation is \$60,000-95,000/annually. Roundhouse Foundation provides group health insurance coverage (medical, dental, vision) including medical transport insurance for eligible employees working an average of at least 30 hours per week, subject to the terms of the health insurance plan and a 401K for eligible employees. This position allows for some remote work.

Working Conditions

- Primarily inside, seated or standing at a computer.
- Ability to lift 20+ pounds
- Limited physical activity on a daily basis; plus varied activity during special events.

Background check & Drug Testing

We are a community-centered organization, and all of our staff conduct significant outreach to schools, social service centers, and other partner organizations. In addition, our facility (which houses both Roundhouse Foundation main offices and Pine Meadow Ranch Center for Arts & Agriculture) is a drug-free workplace. PMRCAA is a working ranch with safety-sensitive positions that would be dangerous if performed under the influence of drugs or alcohol. Roundhouse Foundation requires all new staff members to satisfactorily pass a background check, driving record check and pre-employment drug screen for the safety of employees, community partners and visitors. Therefore, employment is contingent upon successful completion of a pre-employment drug screen, background and driving record check. All employees may be subject to reasonable suspicion drug and alcohol testing.

Mandatory COVID Vaccine Policy

In an effort to provide and maintain a safe workplace, effective October 2021 Roundhouse Foundation will require all new hires to provide proof of vaccination to the RHF HR Office. This policy is to safeguard the health of our employees and their families, our clients and visitors, and the community at large from COVID-19. Except as provided by state law, all employees are required to receive COVID-19 vaccinations as

a condition of employment unless a reasonable accommodation is approved. A full copy of the policy can be provided upon request.

Nondiscrimination Statement

Our policies and practices provide equal opportunity to all qualified individuals in leadership, staffing and service, regardless of race, ethnicity, national origin, citizenship status, gender, gender identity, sexual orientation, disability, age, religion and any status protected by law.