



Job Title: Communications Specialist
Reports to: Senior Communications Manager
Status: Full-time (non-exempt)

About Horizons Foundation:

Horizons Foundation has been dedicated to serving, funding, and helping to lead the LGBTQ community for 40 years. Established in 1980 as a San Francisco-based community foundation, Horizons' mission statement reads:

As the world's first community foundation of, by and for LGBTQ people, Horizons invests in LGBTQ nonprofits, strengthens a culture of LGBTQ giving, and builds a permanent endowment to secure our community's future for generations to come.

Horizons is a national leader in promoting LGBTQ philanthropy, recently recognized as one of the LGBTQ movement's "Top 10" funders by the national advocacy group Funders for LGBTQ Issues. Last year, Horizons distributed more than \$7 million in grants to hundreds of nonprofits throughout the country, with more than half supporting organizations in the Bay Area. Grants were awarded to LGBTQ nonprofits and to LGBTQ-focused programs at non-LGBTQ-specific organizations. Through its donor-advised fund (DAF) program, Horizons also makes grants to non-LGBTQ nonprofits regionally and nationally.

Horizons has long prioritized grantmaking to frequently marginalized members of the LGBTQ community, including LGBTQ communities of color, transgender people, LGBTQ refugees and immigrants, LGBTQ youth and elders, and those with least access to vital services and equal justice. The foundation also has a deep commitment to smaller, grassroots nonprofits and a long record of awarding very early funding to promising nonprofits.

In addition to grantmaking, the foundation offers educational, community-building, and other events for donors and grantee partners throughout the year and is host to one of the LGBTQ community's best-known annual galas. Horizons also has a powerful vision for the future support of the Bay Area LGBTQ community, one in which the legacy (planned) gifts of LGBTQ people provide the resources that future generations will need

to secure and defend their rights, take care of LGBTQ people in need, and celebrate our lives through culture and the arts.

Position Summary:

Horizons Foundation seeks a dynamic and passionate individual to join our team as a Communications Specialist. This role is crucial to supporting Horizons' strategic plan, which sets ambitious goals for growth in the foundation's grantmaking and programs, fundraising, and philanthropic services, including its donor-advised fund and legacy-giving programs. Communications is integral to all of these areas. The Communications Specialist, with guidance from the Senior Communications Manager, is responsible for the foundation's communications analytics and other key data, and digital communications. This position is ideal for a collaborative problem-solver who is inspired to execute communications campaigns and support development initiatives across a variety of platforms.

Key Responsibilities:

Data Management:

- Utilize Salesforce CRM and event portals to manage and maintain communications-related information, ensuring data accuracy and completeness.
- Generate reports and provide data insights to support decision-making processes.

Marketing:

- Support ad-hoc email campaigns and monthly newsletters using solutions like Mailchimp to engage stakeholders (e.g., donors, grantee partners) and the LGBTQ community.
- Monitor and analyze email performance metrics to optimize communication strategies.
- Support graphic design projects with tools like Adobe Illustrator, Adobe Photoshop, Canva, etc.
- Support the design and automated scheduling of communications campaigns using software such as Meltwater, Hootsuite, etc.

Social Media:

- Coordinate and execute social media posts across various platforms (e.g., Facebook, LinkedIn, YouTube, and Instagram), showcasing the foundation's initiatives and achievements to advance communications goals.
- Analyze social media metrics to assess the impact of communication efforts.

Website Maintenance:

- Build, update, and maintain Horizons' website (using WordPress/Thrive Architect/Gravity Forms, e-commerce widget) and microsites (e.g., giveoutday.org) with current content and information.
- Collaborate with team members to ensure the website reflects the latest developments and campaigns and its homepage is regularly updated.

Desired Qualifications:

- Excellent writing and editing skills with a meticulous attention to detail.
- Excellent graphic design skills and the ability to implement art direction concepts for visual marketing campaigns.
- Extensive experience with Salesforce, Mailchimp, social media platforms, and WordPress and an understanding of their integrations.
- Strong analytical skills to interpret data and generate meaningful insights related to our communications strategies.
- Creativity and a collaborative mindset to contribute innovative ideas to communications strategies.
- Passion for LGBTQ+ issues and a commitment to social justice and an understanding of how to develop communications for the diverse LGBTQ community.
- Experience in a relevant development and nonprofit setting.
- 1 to 2 years of experience designing (using Adobe Creative Suite and Canva) various types of media from ads, social media posts, and audio and video production.
- Team player with an optimistic, can-do attitude, committed to achieving the most possible with the resources available and who responds flexibly as opportunities and events arise.
- Bachelor's degree preferred. Relevant experience and a successful track record are equally important.

Application Process:

COMPENSATION, HOURS, AND OFFICE

This is a non-exempt position for 40 hours per week. Compensation is based on hours worked, and the wage range for this position is \$33.65 to \$40.87 per hour, commensurate with qualifications and experience (financially equivalent at \$70,000 - \$85,000 per year). The starting wage is generally at or near the mid-point of the range, with the opportunity for future growth. The generous benefits package includes full health, vision, and dental coverage, vacation, sick leave, significant employer contribution to a 403(b) plan retirement plan, sabbatical eligibility, and the pride of working at a critical community institution.

Horizons' current practice is for staff to work from the foundation's downtown San Francisco office on Tuesdays, Wednesdays, and Thursdays. Mondays and Fridays can be remote work days. The foundation's office is conveniently located 1.5 blocks from the Montgomery BART/MUNI station.

PHYSICAL REQUIREMENTS

The physical demands of this position are light with the expectation that the staff person can exert up to 20lbs. of force occasionally, and/or up to 10 lbs. of force frequently, and/or a negligible amount of force constantly to move objects. Light work usually requires walking or standing to a significant degree. The position requires frequent computer use at a workstation. Horizons Foundation will make reasonable accommodations in compliance with the ADA of 1990. This job description and its physical requirements will be reviewed periodically as duties and responsibilities change with business necessity. Essential and marginal job functions are subject to modification.

EQUAL OPPORTUNITY

Horizons Foundation is an equal opportunity employer that supports and lives diversity in our staffing and values. We actively seek and welcome applications from people who identify as people of color; women; transgender, gender non-conforming, and non-binary people; LGBTQ people; and people living with disabilities. We comply with all applicable federal, state, and local laws governing nondiscrimination in employment, and encourage and seek qualified candidates of all backgrounds.

APPLICATION PROCESS

To apply, please submit a cover letter and your resume, preferably in a single PDF, to careers@horizonsfoundation.org with COMMUNICATIONS SPECIALIST in the subject line. Applications will be accepted until Monday, January 15, 2024. Early submissions are encouraged and will be reviewed as they are submitted. No phone calls, please.

Thank you for your interest in Horizons and your support for the LGBTQ community.