



## WAVERLEY ST FOUNDATION

### HEAD OF COMMUNICATIONS Job Description

#### ABOUT WAVERLEY

Waverley Street Foundation (WSF) builds and supports solutions at the intersection of climate change and community priorities, focusing on efforts and initiatives that draw connections between urgent local and community-based issues—including housing, transportation, food security, and more—and the health of our planet. The Foundation is especially eager to partner with communities that are already enduring severe impacts of climate change and that deserve a central place in solutions. WSF prioritizes representation, diversity, equity, and inclusion in all facets of its work.

Unlike most philanthropies, WSF will spend down its assets—approx \$3Billion— over the next 10-15 years, a decision that empowers it to support not only sensible and pragmatic solutions but also daring bets and breakthroughs that can alter the trajectory of the climate crisis and unlock a new and better future for humanity.

WSF strives to do things differently, and be entrepreneurial and innovative in our grantmaking approach. As we take on the task of addressing global climate change, we are adopting a campaign mindset where we look to empower people and communities to ensure that their governments adopt and implement climate friendly policies. Starting with some of the highest emitting nations, the goal is to demonstrate the collective will of humanity to reside on a livable planet, and to develop momentum for climate improvements across the globe that results in a global transition to clean energy sources and sustainable living.

WSF does its work in deep collaboration with field experts and advisors, as it is essential that the Foundation's strategy is developed not in conference rooms but out in the world, informed by the lived experiences and innovative ideas of the people most directly impacted by the problems the foundation seeks to address. Specifically, WSF convenes experts from a variety of disciplines who are close to communities – their experiences, and their solutions.

In order to execute against our ambitious goals, we are seeking our Head of Communications.

#### THE ROLE

The role of Head of Communications reports to the President and joins a lean leadership team at a young foundation with a global vision. In addition to designing and executing all aspects of our organizational communications, you are responsible for standing up and executing a

communications strategy that is universally understandable and resonant across a diverse set of audiences. You are leading efforts in multiple media markets across the globe in collaboration with our partners. WSF believes in the power of campaigns to effect change, and this role sits in the center of that belief.

This position is based in the San Francisco Bay Area.

## YOUR MISSION

- Stand up, build and lead a world-class communications team of employees and consultants that will support WSF's campaign strategies.
- Develop and deliver communication and marketing strategies, tactics, and messaging for WSF that is universally understandable and resonant across a diverse set of audiences - external (e.g., current and potential grant partners, media and influencers, as well as policymakers) and internal (e.g., staff, Board).
- Identify and deploy communications capacity and strategies to change mindsets, shift power, through focused campaigns to reduce carbon pollution and lift up community priorities.
- Drive effective collaboration with our partners to create shared assets, test models, propagate cutting-edge practices, and incubate specialized capabilities to support campaigns and targeted communities.
- Identify and source (and in some cases, build) strategic comms organizations who are driving narratives across diverse audiences.
- Secure high-impact and innovative coverage, across mediums, that will further the work, celebrate and honor the people doing the work, and build momentum for the transition to a carbon free environment

## WHO YOU ARE

- You have 20+ years of experience in a combination of private sector, government, electoral and/or non-profit campaign communications, with experience in the context of the Global South and a deep understanding of strategic communications.
- Directed \$50M+ paid media campaigns, have built a network of multi-disciplinary media relationships and understand how to translate grassroots efforts into global media campaigns.
- You thrive in high-tempo, high-pressure and mission-driven environments and will be no stranger to chaos.
- You have built successful teams before. You are proud of the accomplishments of the people that you have worked with and will come with a large network of possible partners and collaborators.
- You are excited about elevating the work of grassroots activists in order to further build a movement for change.

- You are a team-builder who looks forward to working with partners in other foundations, to exploring and developing the talents of our grantees and taking advantage of a roster of global consultants in order to achieve narrative and cultural change.

#### KEY ATTRIBUTES FOR SUCCESS AT WSF

- Passionate about advancing equitable and transformative solutions to the climate crisis
- Have an entrepreneurial mindset, able to scale the function up from design to maturity in short order.
- Project urgency without sacrificing competence
- Able to synthesize information and distill complex ideas into clear, concise, and actionable forms
- Proven track record within complex, multi-stakeholder projects/organizations
- Skilled at building strong relationships and cultivating diverse networks
- Humble and open to differing views and perspectives
- Intellectually curious and current on new technology, tactics and tools in their field
- Comfortable with radical approach to diversity
- Creative in breaking down barriers to getting things done, while always operating with unassailable integrity
- Devoted to the success of your team and WSF
- Strong mentality of service to the field effort
- Low drama, good humor and joie de vivre

To apply, please email a cover letter and resume to [jobs@waverleystreet.org](mailto:jobs@waverleystreet.org). This position will remain open until filled.