



Job Title:	Content and Information Officer	Reports to:	Director of Marketing & Communications
Department/Division:		Direct Reports:	Fellows
Status:	Exempt	Date:	January 2022

Mission:

The mission of Innovia Foundation is to ignite generosity that transforms lives and communities. Our vision is vibrant and sustainable communities where every person has the opportunity to thrive.

Office Culture Statement:

- At Innovia Foundation, we invest in our staff and create an empowering and innovative work environment.
- We are passionate about serving our communities.
- We trust and treat each other with honesty and respect.
- We support, inspire and encourage each other.
- We are accountable to ourselves and each other.
- We respect our colleagues by being present and having direct and open communication.
- We are intentional in our interactions.
- We have a deep commitment to equity internally and throughout our region.
- We celebrate our successes.

History:

Our Roots: In 1974, as Spokane was preparing to host the World's Fair, a group of concerned citizens saw a need for a foundation that could continue revitalizing the communities of the Inland Northwest. That year, the Junior League of Spokane founded the Greater Spokane Community Foundation, a new entity that replaced the original Spokane Foundation, which had been established in 1915 with a single trust.

Our Reach: In the 1970s and 1980s, the Foundation's understanding of "community" grew, and we began to reach beyond the Spokane area. Recognizing that people with common interests and concerns know best how to meet local needs, the Foundation's territory expanded to include 10 counties in Eastern Washington and 10 counties in North Idaho. The name was changed to Foundation Northwest to reflect the expanded region. In 2006, the Foundation conducted 500 interviews with community members and developed a comprehensive strategic plan. This launched another period of major growth. Our name was rebranded to Inland Northwest Community Foundation.

Our Rebrand: In 2018, the Foundation underwent a rebranding effort. The rebrand to Innovia Foundation was a strategic decision to bring greater awareness and engagement around important issues in the region—and the important work the Foundation is already doing. The new name and brand were the result of a thorough and thoughtful process involving not only the Foundation’s staff and board, but also community partners and other key stakeholders.

Our Strategic Framework: In 2019, Innovia formally adopted a strategic framework focused on a vision for the future of our region. Our three strategic focus areas were identified as: 1) igniting generosity; 2) building vibrant and sustainable communities; and 3) ensuring every person thrives.

Position Summary:

The Content and Information Officer promotes philanthropy in our community through research and storytelling. The position identifies, investigates and articulates key storylines for Innovia. This position is the organization’s primary writer and editor on the Marketing and Communications Team, and the data analysis and information expert on the Program Team. The position generates new data and collects available data to evaluate patterns, identifies opportunities for enhanced community impact, creates informative and inspiring content to promote philanthropy in our community, and assists with providing content support for donor stewardship and cultivation activities. The position works closely with the Director of Marketing & Communications, Chief Strategy Officer, the Director of Strategic Initiatives, the Associate Director of Grants, and the Fellows.

Duties and Responsibilities:

Marketing and Communications:

- Creates written content for marketing and communication tools including, but not limited to: newsletters, annual report, advertisements, brochures, donor materials, grant materials, e-communications, social media, website, invitations, event scripts and other speeches and presentations.
- Coordinates and conducts interviews to create compelling stories in video and print formats about donors and nonprofits in our community that work together to address challenges and opportunities.
- Researches information to develop content and story ideas.
- Ensures all content supports Innovia’s brand and marketing strategies.
- Writes website content.
- Provides content support for donor stewardship and cultivation in collaboration with the Gift Planning, Development and Marketing Team.
- Writes news releases and guest opinions, as needed; helps to identify opportunities for media coverage.
- Provides support for planning and execution of Innovia events and other marketing projects, as needed.
- Provide leadership, management and team building to the Innovia Fellows, setting measurable and sustainable goals and objectives for the Fellows, and ensuring alignment with Innovia’s mission and strategic direction.
- Seeks and participates in professional development opportunities.

Programs:

- Reviews and analyzes competitive donor-advised grant applications, formulates follow-up questions and creates informative reviews to assist donor advisors with grantmaking.

- Evaluates grant reports, assesses and documents results in order to provide rich content for our community and donors.
- Collects and reviews community data scorecards to understand underlying community trends.
- Analyzes opportunities for enhanced impact in portfolio areas.
- Uses iPhi data management system to create reports for answering questions and evaluating trends.
- Provides research and support for international grantmaking.
- Assists with donor stewardship when research and writing are needed to support corporate and family donors.

Other Knowledge/Skills/Abilities:

- Strong interest in the mission, vision and values of the Foundation, and in philanthropy and charitable giving.
- Commitment to diversity, equity and inclusion and to the Foundation's ongoing work to eliminate the opportunity gap in Eastern Washington and North Idaho. Preference given to candidates who have experience applying an equity lens to organizational marketing and communications efforts.
- Commitment to uphold the highest ethical standards of integrity, fairness and confidentiality in all relationships.
- Communicate internally and externally to diverse audiences, with knowledge, tact, courtesy and superior attention to detail. This requires strong verbal, non-verbal and written communication skills combined with the ability to listen deeply and authentically.
- Exceptional writing and editing skills with strong attention to detail.
- Strong analytical and critical thinking skills.
- Understanding of basic statistics and ability to generate data reports.
- Strong organizational skills with the ability to manage multiple projects, set schedules, coordinate with others and meet deadlines.
- Ability to break down complex information to create impactful content for a variety of purposes.
- Manage, organize, prioritize and deliver on day-to-day tasks and longer-term projects, individually and as part of a fast-paced team.
- Cultivate relationships and work collaboratively, effectively and respectfully with politically, ideologically, culturally and geographically diverse people and communities.
- Creativity and imagination for how to effectively frame ideas, develop stories and synthesize complex issues in a way that catalyzes systems change and appeals to a diversity of audiences.
- Contribute one's own ideas, perspectives and lived experiences to the emerging culture of Innovia.
- Serve as a resource and guide for Innovia team members on their communications needs.
- Skills in planning, organization and problem solving.
- Ability to thrive in a lean, fast-moving environment where adapting to change is necessary.
- Ability to take part in occasional meetings and events outside of core business hours.
- Enthusiasm for traveling throughout Eastern Washington and North Idaho and engaging with communities that may be different from your own. This includes a strong desire to learn about the needs of the communities across the region. Travel is estimated at 10-15% for this position.
- Access to high-speed internet when working remotely and ability to travel to the Foundation when scheduled in-office.

- Design and implement other systems and processes with the Leadership Team as Innovia builds out its communications infrastructure.
- Take direction, carry out assigned tasks and, where appropriate, develop new skills and systems, which includes a commitment to continuous learning and general interest in research.
- Flexible, adaptable, open to change and willing to try new concepts.
- Self-starting and able to work independently.
- Ability to cultivate positive relationships and be helpful and courteous to colleagues and community members.
- Assume other responsibilities and explore new opportunities that arise with the evolving needs and aspirations of the Foundation.

Position Qualifications:

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Education/Experience:

- Bachelor's degree or equivalent experience in English, journalism, communications.
- Minimum of three years of experience in related field.
- Proficiency with Microsoft Office (Outlook, Word, Excel, PowerPoint and SharePoint) and Adobe Creative Suite); experience with MailChimp; WordPress, and social media management. Also possess an understanding of new and emerging technologies in the realm of communications and messaging, and the ability to adapt to new technologies.
- Design and desktop publishing experience preferred.

Physical Abilities:

- Primary functions require sufficient physical ability and mobility to:
 - sit for prolonged periods of time;
 - walk;
 - operate office equipment requiring repetitive hand movement and fine coordination including use of a computer keyboard;
 - utilize verbal and written communication to exchange information
 - clearly see 20+ feet, with or without corrective lenses and differentiate between colors
 - occasionally stand, stoop, bend, kneel, crouch, reach and twist
 - climb stairs
 - lift, carry, push and/or pull up to 20 pounds

Mental & Other Skills/Abilities:

- **Adaptability:** ability to adapt to changes, delays or unexpected events in the work environment; ability to manage competing demands and prioritize tasks; ability to change approach or method to best fit the situation.
- **Interpersonal Skills:** ability to develop and maintain positive working relationships and teamwork both inside and outside the organization, while effectively handling internal pressure.
- **Teamwork:** balances team and individual responsibilities; gives and welcomes feedback; contributes to building a positive team spirit; puts success of team above own interests; supports everyone's efforts to succeed.

- Analytical: Synthesizes complex or diverse information; collects and researches data; uses intuition and experience to complement data; designs work flows and procedures.
- Dependability: Takes responsibility for own actions; keeps commitments; commits to long hours of work when necessary to reach goals; completes tasks on time or notifies appropriate person with an alternate plan.
- Judgment: ability to make prudent and timely decisions; ability to exhibit sound and accurate judgment; ability to explain reasoning for decisions.
- Language Ability: ability to read and write reports, business correspondence and procedure manuals; ability to effectively present information and respond to questions from management, staff, clients, customers and the general public.
- Problem Solving Ability: ability to identify and/or prevent problems before they occur; ability to formulate alternative solutions to problems, when necessary; ability to transfer learning from past experiences to new experiences of similar nature.
- Quality Management: ability to complete duties, on time and with precision; ability to edit the accuracy and thoroughness of one's work, as well as the work of others; ability to constructively apply feedback to improve performance; ability to generate ideas to improve and promote quality in work.
- Reasoning Ability: ability to apply common sense understanding to carry out instructions furnished in written, oral or diagram form; ability to work through problems involving multiple variables.
- Supervisory Skills: ability to carry out supervisory responsibilities in accordance with the Foundation's policies and applicable laws. Applicable supervisory responsibilities include: interviewing, hiring, training and coaching employees; planning, assigning and directing work; reviewing performance; appraising/disciplining employees when necessary; and addressing complaints and questions and resolving problems.

Work Environment:

The employee is exposed to typical office environment conditions and noise levels.

Employee Acknowledgement:

I acknowledge, understand and agree to the job duties and requirements for this position.

EMPLOYEE NAME (PRINT)

EMPLOYEE SIGNATURE

DATE
