



**California Emerging Technology Fund
Request for Letters of Interest
Director of Communications
January 18, 2018**

Overall Role and Responsibility

The Director of Communications will be responsible for developing and coordinating all media to support the successful implementation of the California Emerging Technology Fund (CETF) Strategic Action Plan at the direction of the President and CEO in coordination with the Senior Vice President. This responsibility will include media strategy, media outreach, annual report preparation, newsletter development and dissemination, website content development and management, social media mobilization, and communications for specific projects. To ensure clarity and transparency among the CETF Team Members, the Director of Communications shall update the overall Communications Plan and annually prepare a detailed Work Plan which sets forth strategies and activities to accomplish the Specific Responsibilities and Duties

Specific Responsibilities and Duties

Specific Responsibilities and Duties shall include, but are not limited to:

- Develop, implement and regularly update an overall CETF Communications and Media Plan (for review and approval by the CETF President and CEO) to include drafting, preparing and securing coverage of at least the following:
 - Regular media coverage with goal of at least one article placed monthly.
 - Quarterly communications vehicle or tool (such as a newsletter or on-line article) to be determined and incorporated into the CETF Communications and Media Plan.
 - Feature articles in significant relevant publications with the goal of at least two annually.
 - Opinion editorials or feature articles by President and CEO, Directors, Expert Advisors, and senior personnel in key publications with the goal of bi-monthly placement and publication.
 - Regular communications with State and federal policymakers with the goal of quarterly provision of information.
 - Articles and other communications templates for grantees and partners.
 - Effective use of social media (including helping manage *Internet For All Now* brand).
- Lead and coordinate communications and media work, including but not limited to: writing press releases; developing and pitching stories for media coverage and feature stories in strategic publications; developing and helping place stories for grantees and other partners; pursuing local, state and national media opportunities in major forums and conferences; and serving as spokesperson for CETF when needed.
- Develop and update content for all CETF websites and post as appropriate.
- Assist the Senior Vice President in managing the *Internet For All Now* social media strategy as approved by the CETF Board of Directors for civic leader and community engagement.

- Write and manage production of the CETF Annual Report in coordinate with the Vice President for Operations and as directed by the President and CEO.
- Assist in communications and outreach to broadband and information technology companies to foster Strategic Partnerships (especially to support *Internet For All Now*).
- Assist in communications and outreach to foundations to foster Strategic Partnerships (especially for School2Home and Neighborhood Transformation), including writing proposals as needed to secure funding for CETF and grantee partners.
- Prepare summary reports about implementation of the Communications Plan, media coverage, and overall progress of CETF for the CETF Board of Directors, Committees and Work Groups.
- Attend meetings of the CETF Board of Directors, Committees and Work Groups as requested and record and prepare Minutes of proceedings as directed.
- Represent the organization as needed to speak in public to organizations, the media, prospective partners or investments, and stakeholders.
- Become and remain knowledgeable about state-of-the-art broadband and high-speed communications technology and effective adoption strategies.
- Comply with the Quality Performance Requirements for all personnel.

Quality Performance Requirements for All CETF Team Members

As a valued member of the California Emerging Technology Fund team, each employee and contractor is expected to: report to work regularly and on time; work cooperatively with team members and others; treat others fairly, honestly and with respect; and adhere to the highest possible code of ethics. In addition, each employee and contractor is expected to:

- Achieve the highest-possible standards for performance and quality of work products, including clarity, coherence and consistency in articulating an overall vision and direction for the program responsibilities and duties.
- Produce highest-possible quality written documents to ensure maximum effectiveness in communications. Essential aspects of quality written documents include, but are not limited to:
 - Compliance with the CETF Writing Style Guidelines and universally-recognized rules of grammar, punctuation, and spelling, as well as parallel construction of sentences, paragraphs and documents.
 - Precision and accuracy in presentation of data, statistics, and conclusions.
 - Consistency in use of concept descriptions and preferred terminology as set forth in base documents for programs and projects.
 - Consistency and logic in formatting and headings.
 - Accuracy and consistency in details, such as names, abbreviations, dates, and numbers.
- Perform efficiently under specified timeframes and with the highest-possible standards for quality work, including managing numerous tasks simultaneously.
- Operate a computer proficiently using Word, PowerPoint and Excel (PC/Windows platform).
- Work collaboratively with other staff members as a team, including providing assistance to other staff members for completion of responsibilities and tasks not listed in the specific position description but assigned by the President and CEO or Senior Vice President.
- Exhibit Project Management skills that are consistent with managing multiple projects as assigned by the President and CEO or Senior Vice President.
- Demonstrate attention to detail and consistently meet deadlines.

- Utilize budget management experience to ensure effective use of funds and adherence to CETF adopted policies and practices.
- Work with low-income communities in changing behavior.
- Represent well the organization and effectively speak in public to organizations, stakeholders and prospective partners or investors.
- Comply with all corporate policies adopted by the Board, including but not limited to: Code of Ethical Conduct; Nondiscrimination Policy; Conflict of Interest Policy; Indemnification Agreement; and Drug-Free Workplace Policy.

Request for Qualifications

Interested communications or journalism professionals are requested to submit the following information to the President and CEO of the California Emerging Technology Fund (CETF) electronically and in hard copy at the address below:

- Letter of Interest (which concisely addresses the following questions):
 - Why are you interested in serving as the CETF Communications Director?
 - What are the most valuable skills and experiences that you would bring to the position?
 - What are the biggest challenges and opportunities to closing the Digital Divide?
- Resume.
- Writing Sample (preferably a published work product).

Qualified applicants will be interviewed as quality Letters of Interest are received. The position may be filled either as an employee or as a contract consultant.

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