



Job Announcement

Communications Manager

Heartland Fund is seeking an experienced communications professional to support its growing programs, including Resource Rural, the Rural Climate Partnership, and aligned civic engagement efforts. This position requires an excellent writer, strategic communicator and skilled project manager who is committed to using the power of storytelling to advance economic development, racial equity, quality jobs, and climate and energy resilience in rural America.

The Communications Manager will help set the creative direction for and manage a dynamic communications effort across multiple programs and communications avenues. They will develop and distribute content for Heartland Fund stakeholders and partners, establish and manage a strategic communications calendar, and ensure an active and compelling social media and website presence. We are looking for a collaborative and creative team player who can work with others to organize, develop, and distribute a wide range of content across multiple platforms. The successful candidate will share a commitment to rural people and places and racial justice, have a proven track record of developing and managing dynamic communications efforts, and be a creative and nimble communicator.

This is an exciting opportunity to bring a rural-centered perspective to important work underway to implement the Bipartisan Infrastructure Law and the Inflation Reduction Act. You will have an opportunity to help develop and implement a brand new initiative with a diverse range of partners. We are actively building a small but mighty team to enable historic, equitable investment in rural America.

Applications will be reviewed and considered on a rolling basis, with interviews anticipated to start in October 2023. The desired start date is December 2023.

This is a remote position with a salary range of \$75,000 - \$85,000 and includes a generous benefits package.

[APPLY ONLINE](#)

About the Organization

Heartland Fund is a funding collaborative built to support and connect local leaders and organizations working for progress across diverse communities in rural areas, towns, and small cities. Heartland's grantmaking supports rural people working to transform their lives and communities to advance shared prosperity and democracy. We invest in issue advocacy, community organizing infrastructure, civic engagement, and sustainable urban-rural coalitions, and we prioritize racial equity in all aspects of our work. In addition to grantmaking, Heartland also supports rural leaders and organizations through convening, research, and communications.

Heartland Fund is launching Resource Rural (RR), a new program which focuses on effective federal funding implementation to ensure historic climate and infrastructure investments land for maximum impact in rural communities. Heartland is also home to the [Rural Climate Partnership](#) (RCP), which supports hometowns across America to accelerate climate solutions and build healthy local economies. Our RR and RCP programs help remove barriers to federal funding for rural communities – through place-based technical assistance, local organizing, and a large-scale communications and narrative effort – to make a tangible difference in rural people's lives and advance climate mitigation and resilience.

Why Resource Rural?

As unprecedented levels of federal resources begin to flow, **we have a generational opportunity to make sure this funding lands where it is most needed and can have the biggest impact.** Helping underserved rural communities land these resources can dramatically improve quality of life for rural residents, advance climate solutions, and send a powerful message about the importance of federal investment to creating strong local communities and a healthy multi-racial democracy.

The Resource Rural Program

Resource Rural is an ambitious five-year program designed to build capacity and a rural voice at the table in the national conversation about climate progress, workforce development, and equitable community and economic development. The program is built on four strategies:

1. **Resource Rural National Hub and Resource Partners:** To address the capacity gaps that prevent rural communities from accessing federal dollars, Resource Rural will collaborate with local partners to launch a national Resource Rural hub that **supports place-based implementation.** Place-based partners will provide grant funding and technical assistance, while national hub staff will integrate resources, facilitate learning, and share models across the network.
2. **High-Leverage Climate Opportunities:** To help rural residents appreciate the benefits of economic and climate outcomes, Resource Rural will support efforts to **unlock powerful climate resources** (e.g., grants, incentives, rebates, tax credits) in key federal programs to tackle barriers to clean energy implementation.
3. **Resource Rural Communications Action Center:** To shift rural narratives around federal investment, Resource Rural will invest in **strategic communications** that amplify local success stories of progress on clean energy infrastructure gaps and economic development.
4. **Organizing and Advocacy Support:** To make sure these resources truly benefit the rural people most in need, Resource Rural will support **organizing and advocacy** focused on federal implementation, rule-making, and spending.

Primary Duties and Responsibilities

The Communications Manager will report to the Heartland Fund Communications Director and work in close collaboration with the Resource Rural and Rural Climate Partnership teams. The Communications Manager will hold the following responsibilities:

Content Development

- Write, design, and produce high-quality written, visual, and web content;
- Help maintain (either directly or through a vendor) Heartland Fund websites by updating content and identifying ways to improve user experience;
- Work collaboratively with staff and stakeholders to create materials for a range of audiences; and
- Uphold brand guidelines and ensure consistency across communication materials and website(s), social media accounts, etc.

Project Management

- Help drive strategic planning and set the creative direction for communication strategies that align with Resource Rural, Rural Climate Partnership, and other Heartland Fund program goals;
- Establish and maintain a strategic communications calendar to support planning and prioritization of communications resources and activities;
- Create project plans for managing content development and distribution;
- Manage the process of securing formal approvals, including obtaining signed waivers and copyright consents from storytellers and partners; and
- Assist in planning convenings, webinars, and workshops that communicate our work to key audiences, and coordinate event logistics, manage invitations, and provide on-site or virtual support as needed.

Content Distribution and Amplification

- Collaborate with partners, vendors, and internal teams to develop and execute distribution and amplification plans for communications assets and track impact and effectiveness, refining communications strategies as needed;
- Assist in drafting media pitches, coordinating interviews, and managing media inquiries, and help to build and maintain relationships with media outlets, journalists, and influencers to secure media coverage and placements;
- Monitor media coverage and prepare regular reports on relevant news and trends related to rural America;
- Manage social media platforms to increase content and story visibility, engagement, and follower growth by scheduling and creating posts, responding to comments and messages in a timely manner; and
- Track the impact and effectiveness of Heartland Fund content on an ongoing basis and support maintenance of comprehensive records of performance metrics, including analyzing social media metrics and making recommendations on how to adjust strategies for optimal results.

Qualifications

We realize that some great candidates may not have every single thing on this list - that's OK! If this job posting piques your interest, we encourage you to apply!

Minimum

- Minimum of 4 years of experience in communications, campaigning, public relations, journalism, or a similar role.
- Excellent writing, interpersonal, and stakeholder management skills.
- Able to bring creative ideas to content creation and distribution that advance communications goals. Understands and applies the power of storytelling.
- Experience with digital technologies for communications, including content management systems, social media platforms, and content creation tools for websites and other communications.
- Proven ability to develop, implement, and adapt plans to meet ambitious goals. Able to drive multiple simultaneous projects and manage high volume of quality work.
- Strong commitment to racial justice and fluency with equity and anti-racist practices.
- Experience working effectively as part of a team and with colleagues and stakeholders of diverse backgrounds and perspectives.
- Values learning and continuous growth.
- Appreciation of the diverse cultural traditions of rural people and places.

Desired

- At least 6 years of experience in communications, campaigning, public relations, journalism, or a similar role preferred.
- Understanding of the media landscape and exposure to media relations operations.
- Working knowledge of a range of collaboration and technology platforms including Monday, Slack, WordPress, Adobe Creative Suite, Mailchimp, and Google Apps.
- Experience living in, working in, and/or a cultural history that includes rural America is strongly preferred.

Compensation & Job Design

This is a permanent, full time exempt staff position with occasional travel. The organization is virtual, and the position may work remotely from their home within the United States. Expected compensation will be based on skills and experience, with a salary range of \$75,000 to \$85,000. Comprehensive benefits package includes 100% employer-paid health, dental, and vision insurance for employees (and their families). Employees are able to enroll in 401k retirement plan and are eligible for a 3% automatic contribution and up to a 3% employer match on 401k contributions. Employees are also eligible for pre-tax transportation benefits. Employees will receive 120 hours of vacation time, 80 hours of health leave, up to 2 days of casual leave, and 20 hours of volunteer leave annually. Employees will also receive 13 paid holidays throughout the calendar year. Employees are eligible for 12 weeks of paid family and

medical leave after 90 days of employment. All employees of Windward are required to complete timesheets.

Resource Rural and Rural Climate Partnership are programs of the [Heartland Fund](#). Heartland Fund is fiscally sponsored by the Windward Fund, a 501(c)(3) public charity that incubates new and innovative public-interest projects and grant-making programs. Windward is committed to attracting, developing and retaining exceptional people, and to creating a work environment that is dynamic, rewarding and enables each of us to realize our potential. Windward's work environment is safe and open to all employees and partners, respecting the full spectrum of race, color, religious creed, sex, gender identity, sexual orientation, national origin, political affiliation, ancestry, age, disability, genetic information, veteran status, and all other classifications protected by law in the locality and/or state in which you are working.

To center the safety and well-being of its employees, Windward Fund requires that any employee who is required to conduct in-person activities for their job must be fully vaccinated against COVID-19 within four weeks of their start date. This position may require candidates to be fully vaccinated against COVID-19. Accommodations may be sought and approved in accordance with the law by contacting human resources at HR@windwardfund.org.

To Apply

Applications will be reviewed and considered on a rolling basis with interviews anticipated to start October 2023. The desired start date is in December 2023. Apply by submitting a cover letter and résumé to <https://cloversearchworks.hire.trakstar.com/jobs/fk0xbpn>

Heartland Fund is partnering with [Clover Search Works](#) on this search. Questions regarding this opportunity are welcomed and can be directed to José Leonor at jose@cloversearchworks.com.