



**Position Title:** **Director of Communications**

**Classification:** Full-Time, Exempt

**General Description:**

The Door County Community Foundation is a collection of charitable Funds dedicated to improving the quality of life in Door County, Wisconsin. We help identify and solve community problems by building collaborative efforts between generous people and the charities working hard to improve our County. Last year our family of charitable Funds received contributions of more than \$10 million and our total assets are about \$75 million.

The Director of Communications is, first and foremost, a storyteller. It's the person responsible for elevating the public visibility and reputation of the Community Foundation. This position is both strategic and hands-on. The Director will design the Foundation's overarching communications and marketing strategies then personally implement them – writing content, creating materials, administering digital platforms, designing simple webpages, managing social media accounts, and executing messaging plans.

As the Community Foundation has historically underinvested in communications work, this new role represents an opportunity to build a comprehensive communications program nearly from the ground up. The successful candidate will combine visionary thinking with practical execution, ensuring that our story reaches longtime residents, high-net-worth seasonal families, senior citizens considering estate gifts, local charities, and professional wealth advisors both inside and outside Door County.

This position is the sole person dedicated exclusively to communications and marketing at the Community Foundation – making adaptability, creativity, and versatility essential.

**Primary Communications & Marketing Responsibilities – Strategic Leadership:**

- Develop comprehensive communications and marketing strategies to increase awareness of the Foundation's mission, philanthropic leadership, and community impact.
- Create targeted messaging strategies that speak to our primary audiences:
  - Baby boomers, both seasonal and year-round, encouraging them to leave a gift to Door County in their estate plans.
  - Generation Xers, educating them of the value of a Donor Advised Fund at the Community Foundation.
- Create additional messaging strategies that speak to our secondary audiences:
  - Professional advisors who influence charitable giving.
  - Emerging philanthropists of later generations.
  - Local charities and community leaders.

- Envision and maintain a comprehensive, organization-wide messaging plan and calendar covering print, digital, earned media, and major campaigns.

#### **Primary Communications & Marketing Responsibilities – Hands-On Tactical Execution:**

- Compose compelling and inspiring stories of the work of the Community Foundation that can be used as content for newsletters, brochures, postcards, direct mail pieces, case statements, campaign materials, and other communications.
- Update and manage website content and create simple stand-alone microsites or landing pages for major fundraising initiatives.
- Design basic marketing materials in-house (graphics, infographics, event materials, simple layouts).
- Manage and grow the Community Foundation’s social media presence, producing written posts, graphics, and simple videos.
- Draft press releases, pitch stories to media outlets, and maintain press relationships.
- Maintain digital tools such as email marketing systems, content libraries, brand assets, and distribution lists.
- Provide marketing and messaging support to donor stewardship events, philanthropic initiatives, community capital campaigns, and the component funds of the Community Foundation (such as the Go Bo Foundation, Crime Prevention Foundation, Women’s Fund, Healthy Water, etc.).
- Oversee contractors and consultants for more complex design, video, or digital advertising projects as needed.

#### **Primary Story-Telling Responsibilities:**

- Develop community stories that encourage the establishment of Donor Advised Funds and the inclusion of the Community Foundation in estate plans.
- Create content that highlights philanthropic impact, major gifts, new component funds, and compelling donor narratives.
- Showcase the impact of grantmaking programs through storytelling, newsletters, digital content, and media engagement.
- Collaborate with the President & CEO and the Vice President of Philanthropic Services to create donor-facing content that supports stewardship and donor acquisition efforts.
- Work with volunteer boards of advisors – such as the Workforce Housing Lending Corporation, the Women’s Fund, and the Crime Prevention Foundation – to better communicate their work and elevate their visibility.
- Produce clear, compelling descriptions of granting programs, community initiatives, and Community Foundation-led collaborations.

#### **Primary Administrative Responsibilities:**

- Track engagement analytics across email, website, and social platforms – and adjust communication and marketing strategies accordingly.
- Ensure all communications and marketing materials are consistent with brand standards and comply with donor confidentiality expectations.
- Maintain organized archives of branding materials, images, templates, and digital assets.

- Other duties as assigned by the President & CEO.

### **Key Competencies Required:**

To succeed, the Director must bring both strategic communication skills and tactical execution abilities, including:

- Highest Priority
  - Exceptional storytelling ability.
  - Strategic thinking and the ability to create long-term communication and marketing plans.
  - Written communication skills across formats – press releases, web copy, donor stories, talking points, and marketing materials.
  - Ability to create and execute clear branding.
  - Comfort and familiarity using AI to expedite the creation of new content.
  - Adaptability to other evolving technologies and communication platforms.
  - Strong organizational skills and high attention to detail.
  - High level of personal and professional integrity and ethics.
  - Ability to maintain strict confidentiality of donor information.
  - Willingness to have fun and enjoy their colleagues and work.
- Secondary Priority
  - Design capabilities, or a willingness to learn tools such as Adobe Creative Suite, Canva, or similar software (the Director of Communications will help select the specific tools the Community Foundation will use).
  - Ability to update WordPress websites and build simple microsites, or a willingness to learn.
  - Social media skills.
  - Bachelor's degree in communications, marketing, journalism, public relations, or a related field is preferred, though candidates without a degree but with substantial communications or marketing experience may also be considered.

### **Working Relationships:**

- Reports directly to the President & CEO.
- Serves on the Community Foundation's Leadership Team with the President & CEO, Vice-President of Philanthropic Services, and Senior Business Officer.
- Engages with, and seeks the counsel of, a new Communications Advisory Committee consisting of experienced communications, marketing, and branding professionals who volunteer their time.
- Works closely with the Philanthropic Services team.
- Collaborates with all professional staff members, as storytelling, branding, and communications reflect the work of the entire organization.
- Oversees contracted marketing, design, media, and digital support.

### **Schedule:**

- Regular business hours of 8:00 a.m. to 4:30 p.m., Monday to Friday.
- This is a professional, salaried position more concerned with results than hours worked.

- Occasional meetings and events at night and on weekends are to be expected.

#### **Compensation and Benefits:**

- This position offers a highly competitive salary commensurate with the community foundation field.
- 6% matching contribution to a 401(k).
- 100% employer paid Short-Term Disability Insurance.
- 100% employer paid Long-Term Disability Insurance.
- QSEHRA Qualified Small Employer Health Reimbursement Arrangement (\$529.17/month for an individual and \$779.17/month for a family for 2026) to assist with the purchase of health insurance.
- \$1,000 annual contribution to a Donor Advised Fund for personal charitable giving to non-profits in Door County.
- Ten days paid vacation per year, with increases after 5 years and 10 years of service.
- Five paid sick days per year.
- Eleven paid federal holidays.
- Relocation assistance is available for an exceptional candidate.

#### **Application Process:**

To apply, please send a cover letter explaining your interest in the position and your salary expectations, a resume, and at least two professional references to:

**Bret Bicoy**  
**Door County Community Foundation**  
**222 N. 3<sup>rd</sup> Avenue**  
**Sturgeon Bay, WI 54235**  
 or email [bret@givedoorcounty.org](mailto:bret@givedoorcounty.org)

- Emailed resumes are preferred.
- There is no explicit deadline for resumes – they will be reviewed as they are received and the position will remain open until the right candidate is identified.
- An initial interview will be scheduled for qualified candidates (which may be via Zoom for candidates at a distance).
- Subsequent interview(s) will occur in-person and may include meetings with the rest of the professional staff.
- All inquiries and applications will be kept highly confidential.
- We will not contact any of your references until you are a finalist for the position and only after we notify you that your references will be called.

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