



California Human Development Job Description

EMPLOYEE NAME:

JOB TITLE: Director of Strategic Communications

DEPARTMENT/DIVISION: Administration

REPORTS TO: Chief Executive Officer

FLSA STATUS: Exempt

LOCATION: Santa Rosa or Fairfield (flexible to other CHD locations)

REVISED DATE: 11/10/2025

Summary Description: The Director of Strategic Communications will guide and develop California Human Development's (CHD) strategic communications and grassroots community engagement efforts. The position will serve as the organization's brand steward and narrative architect, blending traditional strategic communications with local community engagement. This position reports to the Chief Executive Officer.

DUTIES AND RESPONSIBILITIES:

Under the supervision of the Chief Executive Officer, the Director of Strategic Communication's duties and responsibilities include:

Strategic Communication and Messaging

- Shapes and guides the organization's narrative in partnership with the CEO, ensuring consistency, authenticity, and impact across audiences.
- Manages media relations, digital communications, and community engagement strategies to elevate the organization's visibility and deepen its connection to the farmworker and other communities that CHD serves.
- Leads the creation and execution of integrated strategic communication plans aligned with CHD goals and initiatives.
- Serves as CHD's spokesperson and primary liaison to media outlets, ensuring timely, accurate, and compelling communication.
- Designs and implements strategies and channels to keep staff and board members informed to strengthen a shared sense of impact.

External Communications

- Oversees all digital communication platforms, including the organization's website, social media channels, newsletters, and multimedia campaigns.
- Develops content that integrates community stories, data, and impact to enhance advocacy, fundraising, and engagement.
- Attends CHD events to capture multimedia assets for internal and external communications, as appropriate.
- Develops and manages marketing materials, collateral, and media per internal policies and procedures to support organizational initiatives, events, and partnerships.
- Tracks communication performance metrics and media engagement to evaluate strategy effectiveness.
- Integrates storytelling with data and impact tracking to demonstrate outcomes and inform strategic adjustments.

Community Engagement

- In partnership with the CEO and in coordination with CHD divisions, identifies and nurtures relationships with community leaders, public officials, community-based organizations, and key influencers.
- Facilitates partnership alignment across divisions to ensure cohesive communication and shared impact tracking.
- May design and facilitate events, public forums and/or campaigns that amplify community voices and foster collective advocacy.
- May develop community mobilization strategies to elevate grassroots stories into broader organizational messaging and advocacy platforms.

Other Marketing Responsibilities

- Develops and maintains Audio-Visual Archive (e.g. photographs, video, recordings, etc.)
- Develops, produces, and distributes California Human Development Annual Report.
- Develops, produces, and distributes California Human Development Newsletters.
- Develops and Promotes California Human Development's Community Calendar.
- Actively participates in the safety program and provides meaningful suggestions for working safely.
- Performs other duties as assigned.

Skills & Abilities

- Bilingual in English/Spanish (written, verbal, and spoken) required, bicultural highly desirable.
- Proficiency in social media platforms and management tools.
- Communicate effectively verbally and in writing.
- Translate vision into actionable communication plans.
- Collaborate effectively with all CHD divisions and departments.
- Proficiency in all Microsoft Office 365 applications, including Outlook, Word, PowerPoint, Excel, and SharePoint.
- Perform required transactions with a high degree of accuracy.
- Maintain appropriate boundaries with clients and staff both on and off duty as defined by agency ethical codes.
- Use effective judgment in crisis situations.
- Solve problems and resolve conflicts effectively.
- Build and maintain working relationships with employees, clients, and partners.
- Recognize and manage personal bias.

Preferred Skills

- Authentic relationship-builder with high emotional intelligence and cultural humility.
- Experience utilizing WordPress-based websites, associated plugins, and services.
- Experience facilitating public events and community dialogues.
- Digital marketing and web design experience, a plus.

Education & Experience

Any combination of experience and education that would provide the required knowledge and abilities is qualifying. A typical way to obtain the required knowledge and abilities would be:

- Bachelor's degree in Communications, Public Relations, Marketing, or related field.
- At least three years of experience in public relations, strategic communications, community engagement, or similar work

Certificates, Licenses, & Registrations

- Must possess a valid California drivers' license, proof of auto insurance and be insurable under agency policy if driving a company or personal vehicle for required work travel. If using a personal vehicle, must provide proof of insurance and provide a copy of a valid driver's license to be insurable under the agency's insurance policy.
- Must possess a smart phone with the capability to install security authentication applications to securely access the CHD network.

Physical Requirements

Regularly: Sit, stand, walking, lift and carry up to 20 lbs., carrying, seeing, manual dexterity

Occasionally: Pushing, pulling

Seldom: Stooping, climbing, squatting, kneeling, or twisting

Work Environment

Noise level: Moderate noise (examples: business office with computers and printers, light traffic). May have exposure to hazardous materials/conditions.

*This job description is not an exclusive or exhaustive list of all job functions that an employee in this position may be asked to perform. All employees are to maintain a positive work atmosphere by acting and communicating in a manner so that you get along with customers, clients, co-workers, management and stakeholders. Employment at CHD is **at-will**. This means employment is for an indefinite period and is subject to termination by the employee or by CHD, with or without cause, with or without notice, and at any time.*

Employee Signature: _____ Date: _____

Supervisor's Signature: _____ Date: _____

Reviewed by Human Resources: _____ Date: _____