



CHARLES AND LYNN SCHUSTERMAN FAMILY FOUNDATION

JOB TITLE: COMMUNICATIONS ASSOCIATE

Exempt: Yes
Location: Washington, D.C.
Supervisor: National Director

Division: CLSFF
Department: Communications
Effective Date: January 1, 2012

FOUNDATION SUMMARY

The Communications Associate is a member of the team of directors, program analysts, administrators, financial and other professionals who share the responsibility for planning and implementing the full range of activities of the Schusterman Philanthropic Network (SPN), a consortium of the following related entities dedicated to spreading the joy of Jewish living, giving and learning as well as to strengthening the quality of life in Tulsa, Oklahoma: (a) Charles and Lynn Schusterman Family Foundation, (CLSFF); (b) Schusterman Foundation – Israel (SFI); and (c) ROI Community.

- The Charles and Lynn Schusterman Family Foundation (CLSFF) is a private foundation dedicated to ensuring vibrant Jewish life around the world by empowering young Jews to embrace the joy of Judaism, build inclusive Jewish communities, support the State of Israel and repair the world. Established in 1987 in Tulsa, Oklahoma, the CLSFF also provides assistance to non-sectarian charitable organizations dedicated to enhancing the quality of life in its hometown, especially in the areas of education, child advocacy and community service. It has offices in Tulsa and Washington, DC;
- The Schusterman Foundation – Israel (SFI) is an Israeli *amutah* dedicated to enhancing and enriching the quality of life in Israel. Its major areas of interest include the prevention and treatment of child abuse and neglect, and rebuilding the cultural landscape of Jerusalem. SFI shares space with the ROI Community team in Jerusalem; and
- The ROI Community (ROI) is an Israeli *amutah* dedicated to building a global network of outstanding young Jewish innovators in their 20s and 30s, and to harness the energy and passion of its members by introducing them to like-minded peers, inspiring them to reach new levels of achievement, training them to be able to achieve their goals and empowering them to reach and strengthen the Jewish identity and connection to Jewish community of as many young Jews as possible. ROI shares space in Jerusalem with SFI.

JOB SUMMARY

The CLSFF believes it has a responsibility to the young Jewish adults to whom it reaches out, one that demands that it listen to their Jewish wants and needs, assist them in meeting their

Jewish desires, facilitate the building of their own Jewish communities and support their development as caring individuals.

To that end, and working in close collaboration with the existing professional team of the CLSFF and of the other entities within the SPN, the Communications Associate will assist the National Director (ND) and the Director of Communications with implementing various strategies, plans and projects to publicly advance CLSFF ideas, priorities and new initiatives.

ESSENTIAL FUNCTIONS

The Communications Associate must be able to satisfactorily perform each of the following essential functions:

- Work closely with CLSFF program and communications staff and their consultants to identify opportunities and channels to deliver priority messages to media, grantees, staff and other key audiences.
- Write, produce, disseminate and promote Foundation press releases, op-eds, articles, fact sheets, talking points, letters, brochures, briefings, and publications, as well as writing articles and reports for the CLSFF website and other publications of the Foundation.
- Assist in implementing the social media strategy for the Foundation, including curating content, writing and support for blogs, Twitter and Facebook accounts.
- Assist Director of Communications in working directly with reporters to cultivate their interest and understanding of Foundation priorities and maintain a database of contacts.
- Work with Director of Communications to develop and manage strong, consistent brand identity and narrative across all communications collateral.
- Present Foundation programs and priorities effectively through preparing presentations, interviews and other direct outreach.
- Monitor news, blogs, e-newsletters and other sources of information relevant to the Foundation's strategic focus areas and produce summaries for staff as needed.
- Advise program staff and grantees on press materials and publications, as well as editorial and graphic components required and timelines anticipated.
- Coordinate and guide work of outside vendors and contractors.
- Assist in developing web-based strategies and products as part of the design, development and implementation of web tools that meet the Foundation's overall communication needs.
- Serve as communications liaison for CLSFF as part of SPN cross-integration
- Oversee special projects and performs such other duties President and/or Chair.
- Uphold and promote the mission and values of the Foundation.

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

GENERAL QUALIFICATIONS

The following general qualifications are representative of the high level of demonstrated skills, maturity, judgment and ability to work with a wide range of constituencies required of all employees of the CLSFF:

- Outstanding verbal, written communication and interpersonal skills necessary to develop cooperative working relationships with supervisory personnel, co-workers, colleagues,

current and potential grantees, other grantor organizations and the general public.

- High degree of flexibility in order to achieve organizational objectives and meet its demands/needs.
- An ability to understand and interpret pertinent policies and procedures clearly and accurately, especially those requiring all CLSFF employees to maintain the highest level of confidentiality with regard to business and personal matters of Samson, the CLSFF, its trustees and officers.
- Excellent judgment, an ability to exercise discretion and tact in difficult or confidential situations and an ability to project a positive, professional image to the public.
- P/C skills (with proficiency in Microsoft Outlook, Word, Excel and PowerPoint), as well as a thorough knowledge of: (a) modern office practices and procedures; and (b) the use of office machines and equipment.
- Current driver's license, and reliable transportation in order to travel to grantee organizations and meetings of all kinds.

Also, because CLSFF anticipates maintaining a small core staff for the foreseeable future, the Communications Associate must function productively in a non-bureaucratic environment, in which a wide variety of tasks is expected of each employee and the ability to work collegially is extremely important.

SPECIFIC QUALIFICATIONS

The Communications Associate must have the following specific qualifications:

- A Bachelor's degree is required, preferably with an emphasis in communications, writing or journalism.
- Relevant, successful experience in media, public relations, communications and/or marketing.
- Passion for writing and storytelling and ability to communicate clearly and consistently.
- Proficiency with new media tools. Knowledge of HTML, graphic design, digital photography and multimedia productions a plus.
- Experience with Jewish philanthropy and/or non-profit work.
- Outstanding interpersonal skills.
- Ability to multi-task on diverse job responsibilities with ease, flexibility and a sense of humor.
- A strong work ethic and capacity to complete assignments in a timely, organized and efficient manner.

- Understanding community dynamics and familiarity with national and international Jewish institutions.
- Analytical and research abilities necessary to plan and organize grant programs and activities, collect and evaluate data, and identify opportunities to utilize Foundation resources effectively.
- The ability to learn and use GIFTS.

PERSONAL QUALITIES

Among the personal qualities required of all CLSFF employees are:

- A commitment to the philosophy and mission of the CLSFF, an understanding of the proper role of staff in a family foundation and a willingness to work as a team player for the good of the CLSFF.
- An ability to treat grant applicants, philanthropic partners and all others with dignity, courtesy and respect without the appearance of condescension or other objectionable tactics to which people in positions of power sometimes resort.
- An ability to work with diverse groups (as indicated by good listening and communication skills, a balanced and reasoned approach to problems, an ability to inspire trust and confidence, a flexibility in attitude and an openness to differing points of view).
- An ability to combine the roles of objective evaluator and sympathetic observer.
- A strong work ethic and capacity to complete assignments in a timely, organized and efficient manner.
- An ability to work independently, to accept constructive criticism and to handle pressure of multiple tasks and a high workload with resiliency and a sense of humor.

CORE COMPETENCIES

- **Balances Immediate and Long-Term Priorities:** Seeks to meet critical objectives while considering the impact of those decisions and activities on the ability to achieve long-term goals.
- **Delivers Results:** Focuses on the critical few objectives that add the most value, and channels own and others' energy to consistently deliver results that meet or exceed expectations.
- **Imports and Exports Good Ideas:** Relentlessly seeks, shares and adopts ideas and best practices in and outside the Foundation and embraces change introduced by others.
- **Develops and Inspires Others:** Builds and maintains relationships that motivate, guide and/or reinforce the performance of others toward goal accomplishments. Develops self and others to improve performance in current role and to prepare for future roles; seeks and provides

feedback and coaching to enhance performance.

- Lives the Values: Demonstrates the values of the SPN through words, actions, and by example; fosters an environment that reflects the values of the SPN.

PHYSICAL DEMANDS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is occasionally required to stand; walk; sit; and talk or hear.

Interested applicants should submit a cover letter addressing relevant qualifications and experience, resume and two writing samples to jobs@schusterman.org. Please be sure to put the job title in the subject line.

All applicants must complete a [preliminary employment application](#). Completion of the application does not guarantee an interview.