

DIRECTOR OF ENGAGEMENT AND COMMUNICATIONS



*KeyStone Search has been retained to conduct a search for the
Director of Engagement and Communications at the Bush Foundation*

ORGANIZATION OVERVIEW

The Bush Foundation, the second largest private foundation in Minnesota, was established in 1953 by Archibald Granville Bush, chairman of the executive committee of the 3M Company, and his wife Edyth Bassler Bush.

In the last 56 years, the Foundation has provided more than \$800 million in grants and fellowships to improve the well-being of people in Minnesota, North Dakota and South Dakota.

In 2006, the Bush Foundation Board of Directors began looking carefully at the past and planning for the future of the organization. They concluded that there was a need to focus energies in order to have even greater impact. They asked, “What difference do we want to make?”

In response, the Bush Foundation chose three ambitious *Goals for a Decade* that it intends to pursue for at least the next 10 years:

Develop Courageous Leaders and Engage Entire Communities in Solving Problems with the goal that: *By 2018, 75 percent of people in all demographic groups in Minnesota, North Dakota and South Dakota say their community is effective at solving problems and improving their quality of life.*

Support the Self-Determination of Native Nations with the goal that: *By 2018, all 23 Native nations in Minnesota, North Dakota and South Dakota are exercising self-determination and actively rebuilding the infrastructure of nationhood.*

Increase Educational Achievement with the goal that: *By 2018, the percentage of students in Minnesota, North Dakota and South Dakota, from pre-kindergarten through college who are on track to earn a degree after high school, increases by 50 percent and disparities among diverse student groups are eliminated.*

The Bush Foundation is guided by the following vision, mission and values:

Vision

To be a catalyst to shape vibrant communities in Minnesota, North Dakota and South Dakota. We will invest in courageous *and* effective leadership that significantly strengthens and improves the well-being of people in these three states.

Mission

To improve the quality of life by strengthening organizational, community and individual leadership in Minnesota, North Dakota and South Dakota

Values

Being a trusted partner and catalyst for change
Learning as a principle that permeates all our activity
Creating opportunities for people who may lack them
Demonstrating integrity and transparency in fulfilling our mission
Embracing and valuing cultural diversity

The Bush Foundation's Web address is www.bushfoundation.org.

POSITION OVERVIEW

Reporting directly to President Peter C. Hutchinson, the Director of Engagement and Communications will lead all of the Bush Foundation's engagement, communications, marketing, public affairs and media programs in support of achieving its goals.

The Foundation recognizes that none of its goals can be achieved without the engagement of the thousands of people who have a stake in the success of its work:

- Thousands of communities (defined broadly to include place, profession, faith, affinity, etc.)
- Tens of thousands of leaders
- More than 2,000 Bush artist, leadership and medical fellows
- Twenty-three sovereign Native nations and the people in them
- At least 25,000 new, effective teachers in thousands of schools
- Nonprofits, governments, businesses and the 6.6 million people who live in Minnesota, North Dakota and South Dakota

As a result, the Director of Engagement and Communications will play a vital role in building, sustaining and deploying three of the Foundation's key resources:

- Brand / reputation
- Knowledge / information
- Engagement / communication capabilities

The major challenge of the position is to strategically choose and manage among the myriad opportunities available—there are no internal barriers; the passion is there!

The Director of Engagement and Communications will serve as a member of the management team. He or she will measure success in terms of the degree that his or her management team colleagues view his or her work as adding value in achieving the Foundation's goals. Other members of the management team are Susan Heegaard, Vice President and Educational Achievement Team Leader; Jaime Pinkham, Vice President and Native Nation-Building Team Leader; Pamela Wheelock, Vice President and Leadership / Community Engagement Team Leader; Kelly Kleppe, Director of Program Operations; and Gregory Keane, Chief Financial Officer.

The Foundation's communications department was created in 2003 with a staff of two; current staff is Victoria Tirrel, Communications Associate. Tools used over the past six years include Websites, special reports, magazines, e-communication newsletters and postcards, press releases, convenings, listservs and Webcasts. The Foundation has explored the use of social media / Web 2.0 tools and strategies.

KEY ACCOUNTABILITIES

- Develop and execute engagement / communications strategies in support of the Foundation's goals and the teams pursuing those goals.
- Direct the engagement / communications efforts of the organization and its teams including training and informing internal staff about engagement / communications strategies, tactics and tools.
- Focus and improve the Foundation's internal communications.
- Create and implement all engagement / communications programs and tools including, but not limited to, Websites, social media, Web 2.0, publishing, presenting, convening, publicity, media relations and public affairs.
- Integrate all engagement / communications efforts to create a cohesive brand and image.
- Actively manage / implement projects and produce tangible work products.
- Cultivate relationships with key thought leaders who can advance the mission of the Foundation.
- Represent the Foundation externally via press releases, appearances and statements.
- Serve as the Foundation's primary contact with vendors and suppliers related to engagement, communications, marketing and outreach.

JOB REQUIREMENTS

This critical position requires a bachelor's degree and minimum of five to 10 years experience in creating and executing engagement / communications plans and strategies that drive results. Experience should include creating and managing social media, Web 2.0, on-line media, media relations, published materials and promotional pieces. The successful candidate will possess strong organizational and strategic skills, analytical and problem-solving capabilities, as well as copywriting and editing, Website development, people and project management, leadership abilities and exceptional communication skills.

This individual will also have a track record of building strong, mutually beneficial relationships and achieving results through creativity and execution. The successful candidate will be an open communicator and excellent listener who values honesty, practicality, focus and teamwork. He/she will work closely with a wide variety of people and will respect the dignity of all people.

The Director of Engagement and Communications will be a “systems leader” who has been part of a successful high-growth media, communications or civic campaign. He or she will have experience and success in engaging and harnessing stakeholder networks through both traditional and new-media tools and strategies to produce action, change and impact. The successful candidate will have demonstrated his or her capability to think strategically and focus on opportunities while also executing effectively and efficiently.

This individual should be driven by finding new ways to solve problems. He or she will maintain an organized approach that values input and creativity from others. The Director of Engagement and Communications will be flexible, resilient and comfortable with change. A history of building strong, mutually beneficial relationships inside and outside the organization and “getting results” is a must.

COMPENSATION

The compensation for this position is highly competitive and consists of a base salary and comprehensive benefits package.

FOR MORE INFORMATION, PLEASE CONTACT:

Lars Leafblad, MBA
KeyStone Search
Phone: 612-375-8989

Email: larsl@keystonesearch.com
<http://www.linkedin.com/in/larsleafblad>

Marcia Ballinger, PhD
KeyStone Search
Phone: 612-375-8895

Email: marciab@keystonesearch.com
<http://www.linkedin.com/in/marciaballinger>

KEYSTONE SEARCH

**105 FIFTH AVENUE SOUTH, SUITE 512
MINNEAPOLIS, MN 55401**

KeyStone Search is a prominent Twin Cities executive search firm with a special emphasis on corporate culture fit. www.keystonesearch.com