



The W.K. Kellogg Foundation  
Communications Manager  
Battle Creek, Michigan

## EXECUTIVE SUMMARY

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The W.K. Kellogg Foundation, a leading philanthropic institution helping communities create the conditions children need to thrive, is seeking nominations and applications for a **Communications Manager based in Battle Creek, MI**. Working on the team led by the Vice President of Communications and reporting to the Director of Communications, the new Communications Manager will assist the Communications Officers in managing and implementing the foundation's internal and external strategy from the field throughout the foundation's network. The new Communications Manager will be a skilled storyteller with the ability to craft content that engages audiences around the foundation's identity, mission, programming, and impact. S/he will join the Communications team based at the foundation's headquarters to implement a communication and outreach strategy to raise awareness and advance the social impact of the W.K. Kellogg foundation's priorities. The Communications Manager will provide support in telling the foundation's story and managing media relations, social media platforms, writing high level editorial content, and other relevant communication and outreach activities.

Under the direction of Kathy Reincke, Director of Communications, the Communications Manager will collaborate with program staff and peers to appropriately elevate the Foundation's story across all portfolio's funding strategies, programmatic priorities, grantees, and partners to priority audiences. The Foundation's matrixed or *networked* model positions the members of the Communications team as thought-partners to program officers as they conceptualize and execute the foundation's grantmaking strategy.

The ideal candidate will have a bachelor's degree in journalism, public communication, fine arts, marketing, communications, or related field and at least five years' experience in communications with an agency, corporation, publication, or a nonprofit organization. He/She/They will be committed to advancing social change and achieving racial equity, with particular interest in the foundation's mission to create healthy communities for children and families; and a desire to lean into the foundation's new networked model that relies on agile, collaborative teams. Additionally, he/she/they will have demonstrated experience partnering with leadership to create content across mediums; the ability to analyze and translate raw data and or technical information; the ability to translate it into accessible language for multiple audiences; and an in-depth understanding of current digital marketing technologies, industry trends, and audience engagement tactics. Success at a networked organization requires each team member to be highly-motivated and nimble, results-oriented and adaptable. The ideal candidate will bring passion, maturity, creativity, and humility to the role of Communications Manager.

The search committee is being assisted by national search firm [NPAG](#). Please see application instructions at the end of this document.



## HISTORY AND MISSION

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In 1930, breakfast cereal pioneer Will Keith Kellogg donated \$66 million in Kellogg Company stock and other investments “to help people help themselves” launching the W.K. Kellogg Foundation. The foundation began its work in Michigan, but by the 1940s had expanded its work internationally and was breaking ground in areas such as rural children’s health, “mainstreaming” children with disabilities, and the development of the healthcare profession. By its 50<sup>th</sup> anniversary, the foundation was among the world’s largest private philanthropic organizations.

*“The W.K. Kellogg Foundation supports children, families, and communities as they strengthen and create conditions that propel vulnerable children to success as individuals and as contributors to the larger community and society.”*

To advance this mission, W. K. Kellogg Foundation created a framework to prioritize investment decisions toward achieving desired ends.

This new framework supports disciplined choices toward targeted outcomes and stronger alignment across programs. It is a focused and networked approach to strategic programming that relies on close cross-foundation collaboration and agile teams [to leverage human capital and knowledge resources] to positively impact vulnerable children, families, and communities. Across bodies of work the foundation will access an array of change-making tools – grantmaking, impact investing, contracting, networking and convenings – to ensure progress. Racial equity, community engagement, and leadership development are woven into each endeavor as essential to the creation of a social context in which all children can thrive, particularly the most vulnerable.

## COMMUNICATIONS AT THE FOUNDATION

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The Communications team plays a central role in elevating the foundation’s strategies and engaging its diverse stakeholders around funding, programmatic priorities, grantees, and partners to priority audiences, including internal staff, grantseekers, grantees, policymakers/thought leaders, community leaders/members, peer foundations, the media, job seekers, and the general public. The foundation’s robust website is the central hub of communications with the overarching goal of highlighting grantees, sharing lessons learned, fostering conversation, and advancing the foundation’s mission.

## OPPORTUNITIES AND CHALLENGES FACING THE COMMUNICATIONS MANAGER

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The Communications Manager will play an important role in tracing and assessing the foundation’s communication both independently and as part of teams and work groups across a networked organization operating throughout the United States, Mexico and Haiti. Reporting to the Director of Communications, Kathy Reincke, he/she/they will collaborate with program staff and peers to appropriately elevate the foundation’s funding strategies, programmatic priorities, grantees, and partners to priority audiences.

Specifically, the Communications Manager will:



*Support the goals, objectives, and priorities of the foundation by modeling and promoting effective workflow.* The new Communications Manager will join a Communications team who are regional and national thought-partners, deeply committed to crafting and sharing the nuances of WKCF Story – specifically how that story is influenced and perfected by the grantees, communities, and programming. As the new Communications Manager creates content, he/she/they will maintain a workflow that prioritizes the Communication team’s close collaboration with program teams.

*Represent the foundation’s voice and profile inside out and outside in, serving as a lead brand manager on behalf of the organization.* The new Communications Manager will need to develop processes by which he/she/they will acclimate themselves to the history and impact of the foundation’s work across all portfolios. He/She/They will play an active role in the Communications team’s responsibility for interpreting the work of the programs team into media products that balance the national identity of the foundation with the priorities and cultural and political nuances of the place-based work.

*Actively develop and manage working relationships with key staff and external stakeholders, including consultants, vendors, and other partners.* The Communications Manager will participate in program meetings and offer support to the Communications Officers, program officers, and directors as they develop and execute the goals and objectives of the portfolio. He/She/They will play a significant role in ensuring that the Communications team remains engaged with external stakeholders who are relevant to the development and implementation of the team’s strategies.

## QUALIFICATIONS OF THE IDEAL CANDIDATE

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While no one person will embody all of the qualities enumerated below, the ideal candidate possesses many of the following professional and personal abilities, attributes, and experiences:

- A bachelor’s degree in journalism, public communication, public relations, marketing, communications, or related field.
- Required and work experience (5+ years) in communications with an agency, corporation, or a nonprofit organization.
- Commitment to advancing social change and achieving racial equity, with particular interest in the foundation’s grantmaking strategies to create healthy communities for children and families.
- Demonstrated, successful experience in interviewing, analysis, narrative writing, journalistic writing, blogging, copy editing, and long form conceptualization.
- Demonstrated experience partnering with colleagues and organizational leadership to collect raw information and translating that information into multimedia content, accessible by diverse, priority audiences;
- The ability to consistently create high quality content (including but not limited to: press releases, blog posts, features for the WKCF website, scripts, op eds, long form narratives, and other tools to



communicate with grantees and community partners) independently and/or in partnership with colleagues in the Communications Department.

- Entrepreneurial-minded, a self-starter, who is also a highly-motivated, results-driven collaborative leader who works well in cross-functional teams; a well-rounded, driven, and highly dependable individual who thinks creatively, approaches work with humility, and is committed to delivering quality results on large projects and daily tasks.
- Experience collaborating with a digital communications team with in-depth knowledge of digital and social media engagement tactics and trends.
- The ability to actively participate in problem resolution, reacting positively and quickly to changing dynamics; strong trouble-shooting capabilities with a skill for remaining flexible and open to internal workflow changes; work well under pressure with tight timelines; demonstrated ability to use interpersonal skills with tact and diplomacy.
- Pristine spelling, grammar, punctuation, and verbal and written communication skills required; ability to work independently, handle multiple projects with various deadlines and priorities, exercising good judgment and multi-tasking skills.

## APPLICATIONS AND NOMINATIONS

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More information about the W.K. Kellogg Foundation may be found at <http://www.wkkf.org>.

Applications, including a cover letter describing your interest and qualifications, your resume (in Word format), and where you learned of the position should be sent to: [WKKF-CM@nonprofitprofessionals.com](mailto:WKKF-CM@nonprofitprofessionals.com)

The search is being led by national search firm NPAG. Due to the pace of this search, candidates are encouraged to apply as soon as possible. In order to expedite the internal sorting and reviewing process, please type your name (Last, First) as the only contents in the subject line of your e-mail.

***The W.K. Kellogg Foundation is an equal opportunity employer and proudly values diversity. Candidates of all backgrounds are encouraged to apply.***