



## **Director of Communications Position Description**

**Job Title:** Director of Communications  
**Reports to:** Executive Director  
**Type of Position:** Exempt; Full-time  
**Salary Range:** \$75,000 - \$90,000

### **I. ABOUT THE ORGANIZATION**

Hawai'i Children's Action Network (HCAN) advocates for children by building a unified voice, educating communities, and developing policies to ensure all keiki (children) are healthy, safe, and ready to learn, focusing on affordable healthcare, child safety, and economic security for families. HCAN works through public education, community organizing, policy advocacy, and connecting families with resources to create a supportive environment for children across Hawai'i.

### **II. JOB SUMMARY**

Under the supervision of the Executive Director, the Director of Communications is responsible for working collaboratively to develop and execute a strategic communications and marketing plan that aligns with HCAN's mission, values, and priorities. This fast-paced position requires the balancing of external public relations while advancing large projects and initiatives. Working closely with HCAN's internal teams and external partners, the Director of Communications plays a key role in brand management, public education, and inspiring collective action to make Hawai'i a place where all children and families can thrive.

### **III. ESSENTIAL JOB FUNCTIONS**

#### **1. Administrative Management and Leadership**

- Develops, executes, and oversees a comprehensive strategic communications and marketing plan to advance organizational objectives.
- Ensure consistency in messaging and branding across strategies and tactics.

- Oversees collaborative planning with internal teams to develop campaign communication/marketing strategies and tactics for programs, policy, and communications efforts and products.
- Develops and executes traditional and social media campaigns and regular communication efforts.
- Ensures that all public relations and marketing efforts are practical, brand consistent, data-informed, accessible (disability and English Language Learner-friendly), and culturally relevant.

## **2. Resource Development**

- In partnership with organizational leadership, develops and executes a donor and member communications plan.
- Ensures that member, stakeholder, and donor data are being captured and aligned in order to strengthen development and membership efforts.
- Drives participant to members/donor conversion efforts.

## **3. Human Resources**

- Supervises units' staff, including fellows, practicum students, and interns.
- In partnership with leadership, recruits and manages communications, social media ambassadors, interns, and communication-related volunteers.

## **4. Public Policy and 501c4**

- Supports HCAN Speaks with special projects and policy communications

## **5. Other duties as assigned**

## **IV. QUALIFICATIONS**

The candidate must be able to perform each essential duty satisfactorily to be successful in this position. The requirements below represent the required knowledge, skill, and/or ability.

### Required:

- Bachelor's degree in a related area.
- At least 2 years of working in Hawai'i communications and media context
- A minimum of 3 years of professional communications and marketing experience.
- Strong staff supervision experience.
- Strong commitment to economic and social justice and the mission, vision, and values of HCAN.
- Experience using earned, paid, and social media to drive policy advocacy.

- Capacity to inspire and motivate decision-makers, community partners, and people of
- diverse social, economic, cultural, ethnic, and racial backgrounds.
- Excellent interpersonal skills and ability to develop effective relationships and interact
- with internal and external contacts with diplomacy, tact, and discretion.
- Exceptional written/verbal communication and proofreading skills.
- Capable of embracing diverse ideas and engaging in critical thinking. Open to
- constructive feedback and quickly incorporate guidance.
- Strong project management and organizational skills, with the ability to manage
- multiple projects simultaneously.
- Ability to work well under pressure and in fast-paced environments.
- Proficiency in Microsoft Office Suite and Google Suite applications, contact
- management systems, and social media platforms.

Preferred:

- Experience in product branding and dissemination (e.g., policy reports, legislative briefings, educational materials, success stories).
- Lived experience with HCAN's issue area(s).
- Experience with crisis communications.
- Advanced computer skills in a variety of applications and reporting tools.
- Knowledgeable and enthusiastic about current events, socio-political trends, and media/engagement trends.
- Experience with data visualization, video production, and web development.
- Experience in product branding and dissemination.

## **V. WORKING CONDITIONS**

- As a senior executive, this position may require work on evenings, weekends, and sometimes holidays as a regular part of the job schedule.
- This position is remote; however, it requires residence in the state of Hawaii and the ability to attend regular internal and external meetings, gatherings, and events in the state.
- On occasion, this position may require national and international travel.
- All HCAN employees are required to be available during office hours, unless special arrangements have been approved in writing.
- HCAN Employees must have reliable internet, a suitable workspace, and sufficient privacy to execute their work duties.
- This position is at-will.