



# FINLANDIA FOUNDATION NATIONAL

## Communications Director

### *Job Description*

#### **Finlandia Foundation National, Inc.**

Founded in 1953 in Pasadena, CA, Finlandia Foundation National (FFN) is the nation's premier organization for Finnish Americans in the United States, with nearly 60 chapters throughout the country. FFN has become the most important private source of philanthropy for Finnish and Finnish-American culture, supporting over two million dollars in grants, scholarships and programs since 2003. FFN is a non-profit, 501(c)(3) organization governed by a volunteer board of trustees. The FFN office, staffed by an Executive Director and Operations Manager, is located in Pasadena. Since 2023, Finlandia Foundation National also operates the Finnish American Heritage Center (FAHC) in Hancock, Michigan, which includes North Wind Books, the Finnish American Folk School, Finlandia Art Gallery, Historical Archive, Price of Freedom Museum and the *Finnish American Reporter* monthly newspaper. Visit [FinlandiaFoundation.org](https://FinlandiaFoundation.org) to learn more.

#### **Position Summary:**

Communications Director

#### **Salary Range:**

\$58,000 - \$65,000

#### **Location:**

This position may be fully remote. The applicant must be located in the United States and have the ability to legally work in the U.S. FFN is located in California and Michigan.

#### **Position Description:**

FFN is seeking an *enthusiastic communications professional* to join our team as Communications Director. Our Communications Director will be a *strategic thinker, practical problem solver* and *positive team player*.

As a growing cultural non-profit organization, we are searching for a person who can help take our communications strategy to the next level. The Communications Director will work well in a remote team environment, understand a diverse audience and current trends and best practices in social media strategy, and think both strategically and work practically to develop and achieve the foundation's communication goals.

The Communications Director is expected and encouraged to contribute their own strengths in this role to help increase the visibility and success of FFN. They work on a team with the Executive Director and Operations Manager of FFN, based in Pasadena, CA, as well as on the team of the Finnish American Heritage Center, located in Hancock, MI. FFN seeks to create a positive, motivating and open work environment for all employees, and this depends on each member of the team contributing uniquely.

**The Candidate:**

The Communications Director is responsible for developing and implementing communications and media strategies to support FFN programs and promote and increase awareness of the FFN mission to sustain Finnish-American culture in the U.S., including Finnish-American heritage as well as building modern relationships to and increasing awareness of contemporary Finland. As an organization with 70+ years of history, we are looking for a team member with a good sense of the relationship between cultural heritage and modern connections to contemporary Finland.

Under the direction of the Executive Director, the Communications Director will work closely with the other staff members (in Pasadena and Hancock), trustees, chapter leaders and members, media, associates at offices and organizations related to FFN programs, special projects, and within the network of partners across Finnish America and in Finland, such as consulates, honorary consuls, other Nordic organizations, etc.

We are seeking a candidate who has both knowledge and an affinity for social media and related strategy, the ability to design and produce high-quality print media, possess the ability to create, edit and optimize websites, and who can develop multiple strategies for targeting diverse audiences. Previous experience in communications in other non-profit settings, fundraising and/or marketing will be highly valued in the selection process. The Communications Director will be responsible for managing the outward branding and marketing of the foundation.

Being a team player is central to the work culture at FFN. The Communications Director will be able to take part actively and constructively in a team setting that is mostly virtual and be a motivated self-starter. Having a good sense of humor and can-do attitude, excellent presentation skills, being able to offer and respond to constructive criticism and differing perspectives and adhering to timelines are characteristics we seek in a new team member.

## **The Responsibilities:**

The Communications Director will be responsible for carrying out the following duties:

- Provide leadership to the board and staff in collaboration with the Executive Director on developing a communications strategy for FFN.
- Create and execute an annual communications and media plan and initiate ideas for publicity for FFN programs throughout the year.
- Develop and maintain good relationships with key media representatives interested in FFN issues, activities, programs, special events and announcements. Respond to media inquiries. Write and distribute press releases on FFN initiatives and activities. Maintain and develop local, national and international media contact lists.
- Plan and execute a regular schedule of communications with FFN Chapters to share information, promote activities and enhance relations.
- Create and place ads promoting FFN and its activities for Finnish-American publications.
- Develop a cohesive body of materials to represent FFN and its programs and news. This includes researching, writing, editing and producing “The Finnish Line,” the twice-yearly print publication, a monthly electronic newsletter, brochures, audio-visual tools and programs and other promotional material and communications relevant to the mission and activities of FFN. This will also involve coordinating with the Managing Editor of the *Finnish American Reporter*, the monthly newspaper publication of FFN, produced in Hancock, MI.
- Work actively with FFN committee and staff members to develop communication aids to their work (i.e., brochures, e-blasts, press releases, website updates, videos).
- Update the exhibit booth display as necessary.
- Formalize a photo archive documenting FFN activities and events. Solicit historical photos and other materials to enhance existing archives.
- Serve as FFN photographer at functions when possible and as videographer and video editor as necessary.
- Support the Fundraising Committee in the development of sharp, compelling messages to encourage financial support of FFN and its mission.
- Enhance, update, and maintain the FFN website and ensure that new and relevant information is posted regularly and dynamically. Maintain the Trustees Only website.
- Develop e-marketing and social media strategies that are cohesive across all FFN programs and maintain the Facebook pages, Instagram, YouTube channel and other tools as they are developed.
- Investigate and present ideas for new communications tools.
- Propose and execute programs and projects that increase visibility for FFN and further the mission of the organization.

- Participate as staff liaison to FFN’s Communications Committee.
- Participate in FFN meetings, in person and online, as required.
- Participate at special FFN-involved events as required.
- Participate as a member of FFN committees as assigned by the FFN President and Executive Director.
- Perform related duties assigned by the FFN President and Executive Director.
- Be willing to work flexible hours including some weekend, as necessary.
- Support the institutional identity and mission of FFN, “Champion Finnish culture and heritage across the United States by supporting educational opportunities and promoting diverse, relevant and enriching programs.”
- Other duties as assigned.

Additionally, the Communications Director is an active member of the Finnish American Heritage Center team. These tasks will include:

- Actively taking part in scheduled staff meetings of the FAHC team.
- Taking on additional roles as determined by the team, for example as special events and projects may arise at the FAHC.
- Developing fundraising strategies and ideas for advancement of the FAHC.
- Developing communication strategies collaboratively, including social media, newsletters and websites as needs.
- Provide guidance and recommendations on communications strategies for the FAHC.

**Desired Qualifications:**

FFN values a high level of flexibility, professionalism and communication on our team. The remote nature of FFN management and the in-person nature of the FAHC team create an opportunity for growth and innovation and a potential challenge for communication. The Communications Director should have the following:

- Advanced communication skills with customers and colleagues
- A “can-do” attitude, approaching every challenge with an open mind
- A willingness to try new things and learn from mistakes
- A readiness to report concerns, questions, or potential issues to their supervisors as well as ideas, suggestions for improvement and vision
- Ability to respectfully hold self and colleagues accountable for actions
- Advanced degree / advanced experience in related field
- Some experience with vendor management
- Knowledge of and enthusiasm for contemporary Finland, Finnish-American heritage and culture and/or topics related to the Nordic countries

**Requirements:**

- Bachelor's degree in English, Journalism, Marketing, Communications, Business or related fields
- Three to five years of work experience in a related field
- Self-motivated with ability to work independently as well as ability to work in a team setting
- Organizational, project management skills
- Strong writing, editing, proofreading skills and knowledge of print layout, design and publishing
- Ability to create and manage content for social media and websites
- Proficiency in the Microsoft Office Suite (MS Word, Excel) and other communications platforms
- Professional demeanor
- Quick learner
- Strong work ethic and enthusiasm

The position comes with competitive benefits based on a full-time, 40 hours per week schedule.

For questions regarding this position, please contact [office@finlandiafoundation.org](mailto:office@finlandiafoundation.org).

**Applications for the Communications Director position are due June 30, 2024.** The anticipated start date for this role is August 1, 2024.

To apply, please click [here](#). The form will allow you to upload your CV, cover letter and examples of your previous work, and enter up to three professional references. You will receive a confirmation email that your application has been received.

*Finlandia Foundation National is an equal opportunity employer and will not discriminate against any employee or job applicant because of race, color, religion, national origin, gender, disability or age.*

Finlandia Foundation National  
254 N. Lake Ave. #852  
Pasadena, CA 91101  
Tel. 626-795-2081