



**VICE PRESIDENT FOR MARKETING AND COMMUNICATIONS**  
**THE BOSTON FOUNDATION**  
**Boston, Massachusetts**

*The Boston Foundation improves lives and strengthens communities.*

*– M. Lee Pelton, President*

**THE SEARCH**

[The Boston Foundation](#) (TBF or the Foundation) seeks a strategic, collaborative, and innovative executive to serve as its first vice president for marketing and communications (VP) at a time of evolution and building.

The Boston Foundation is one of the nation's first and most impactful community foundations. The Foundation serves the Greater Boston area through a hub of partnerships and networks that works with and answers to the communities it serves. This includes commissioning research, sharing knowledge, developing programs, fueling new ideas, providing seed capital, and traditional grant-making. Since his appointment in 2021, [President Lee Pelton](#) has identified new strategic goals to advance TBF's mission. These are ambitious and timely: closing the gap on the region's greatest disparities to increase equity and open pathways to opportunity, prosperity, and equitable outcomes. To achieve these complex and challenging goals, TBF recognizes the need to tackle the individual-, systems-, and root-level causes of inequity. Specifically, the Foundation is targeting [four pathways](#) in its push for increased equity: child well-being, economic opportunity, community wealth, and community leadership.

The Foundation works with key partners to advance its goals: [donors](#) who give to and through TBF, both outright and through [donor advised funds](#); [nonprofits](#) that help refine ways to meet the goals and provide tactical solutions; [professional advisors](#) who assist their clients to meet charitable giving goals; and [civic leaders](#) across Boston's government, corporate, research, cultural, and institutional communities. In addition, TBF operates a consulting practice to provide strategic advice and support to philanthropically minded individuals and organizations seeking to maximize their impact. In short, TBF harnesses the collective power of all its partners to drive real change in Boston.

As The Boston Foundation pursues these goals and embarks on a campaign to support them, it seeks a vice president who will develop a comprehensive and systematic marketing and communications program

capable of elevating and aligning all communications across the institution and ensuring that internal and external audiences alike have an increased awareness and refined understanding of TBF, its mission and goals, and its impact on Boston and disparate communities. Reporting to President Pelton and serving as an integral member of the senior leadership team, the VP will work closely with the president and other senior colleagues to build a strategic marketing, branding, and communications program that reflects and reinforces the Foundation's commitment to increase equity for all people of Boston. This is a tremendous opportunity for a dynamic and accomplished executive to define and build an innovative approach to marketing and communications that unifies messaging across TBF, supports and furthers its goals, elevates the work of its partners, increases awareness of its work in the city and beyond, and engages all its myriad constituents, internally and externally.

The successful candidate will be innately curious and relish a constant learning curve. The new VP will be keen to understand the complexity of TBF at a high level in the near term; simultaneously, they will be committed to ongoing, nuanced self-education about its wide array of programs, partners, and audiences. This ideal candidate will have substantial experience conceiving and implementing multi-faceted, integrated marketing, branding, and communications efforts that position and elevate the perception of an entire institution, brand, or company with multiple audiences. This person will also be a seasoned manager adept at motivating and empowering a lean, highly engaged staff, building a collaborative office that is sought out for its thought leadership and insights.

The successful candidate must demonstrate a high level of integrity, trust, diplomacy, emotional intelligence, and curiosity to engage and partner effectively with key internal and external constituents. The VP must possess superb written and oral communication skills along with the ability to foster strong collaborative relationships across the Foundation. The ideal candidate will be a data-driven, results-oriented professional with a collegial and accessible leadership style. A bachelor's degree is required.

The Boston Foundation has retained Jack Gorman and Elizabeth Neustaedter of the national executive search firm, Isaacson, Miller, to assist in this recruitment. Confidential inquiries, nominations, and applications should be directed to the search firm as indicated at the end of this document.

## **THE BOSTON FOUNDATION**

Founded in 1915 to serve the city of Boston, The Boston Foundation is a proud partner in philanthropy with nearly 1,000 separate charitable funds established by donors either for the general benefit of the community or for special purposes.

TBF believes that civic leadership and civic engagement are the most powerful ways to advance economic justice and equity in Greater Boston. It has established a hub of partnerships and networks that work with and answer to the communities it serves. To this end, TBF collects data, commissions research, shares knowledge, develops dynamic programs, and fuels new ideas. Its work informs public policy, catalyzes

conversations, and advocates for change and repairing the historical harms of inequity. Ultimately, TBF aims to support, contribute, and create well-being and opportunity within its communities.

TBF is also one of the area's largest grant-makers, supporting non-profits in Boston and with donors to fund nonprofits locally, nationally, and internationally.

The Boston Foundation [funds](#) are set up for the community or special purposes, such as supporting individual non-profit organizations or specific causes. These include:

- [Annual Fund for Civic Leadership](#)
- [Fund for Boston's Future](#)
- Equity Funds
  - [Asian Community Fund](#)
  - [Latino Equity Fund](#)
  - [The Equality Fund](#)
  - [Business Equity Fund](#)
- 750 Donor Advised Funds with over \$1.2 billion in assets

TBF supports the philanthropy of hundreds of individuals, families, and businesses through Donor Advised Funds (DAFs). These funds are established by active philanthropists, many of whom give to some of the same organizations and causes supported by TBF's discretionary endowment. Others give to nonprofits in other parts of the country or around the world. Donors often choose to establish DAFs as an alternative to opening a private foundation to avoid administrative, legal, tax, or regulatory burdens. DAFs constitute the bulk of TBF's net assets, which total roughly \$2.0 billion.

TBF also engages in direct grant-making from its own endowment. These include traditional unrestricted grants, special initiative grants for small and minority-owned businesses, grants for workforce development, and an impact fund for very low-income housing. The organization also has investable monies for specific areas such as affordable housing and climate change; these are considered seed capital and can be repaid to TBF once projects are generating their own revenue.

TBF has commissions and publishes research; hosts forums and platforms for discussion and public policy development; and joins or forms coalitions addressing issues around individual-, systems-, and root-level causes of inequity facing Boston and the region. [Boston Indicators](#) is the research center at The Boston Foundation and drives and supports much of this activity.

As of September 30, 2024, TBF's total assets stood at \$2.0 billion, a 59 percent increase from the \$1.26 billion in assets held on September 30, 2020. This growth was driven by both strong contributions and investment returns, and it enabled the Foundation to issue an average of \$188 million in grants per year over the same five-year period. TBF's operating budget is approximately \$24 million, with a total staff of 125.

## **VICE PRESIDENT FOR MARKETING AND COMMUNICATIONS**

As TBF embraces its new strategic goals, senior leadership recognized the need for a dedicated office helmed by an executive who will provide a strategic, proactive, and comprehensive approach to marketing, communications, and messaging to internal and external audiences alike.

Reporting directly to the president and serving as a member of his senior team, the vice president for marketing and communications (VP) will serve as the chief marketing and communications officer for TBF, providing leadership and management of all communications and marketing strategy, execution, and evaluation in order to build awareness of the Foundation and its impact on Boston's various communities. The VP will provide strategic vision and direction in the creation and implementation of a comprehensive, innovative marketing, branding, and communications program that highlights TBF's mission and importance to the Boston community as well as fostering relationships with current constituents (e.g., DAF holders and donors, non-profit and civic partners, and professional advisors) and external constituents and audiences (e.g., potential new DAF holders and their representatives, traditional news and digital media outlets; local community members and leaders; and thought leaders in the civic sector).

The VP will collaborate closely with the president, his senior leadership team, and key stakeholders across the Foundation. The vice president will participate fully in the management of TBF by bringing an awareness of market forces, political issues, and external pressures to bear on institutional decision-making and implementation. This person will be a strategic thinker whose comprehensive understanding of communication tactics will inform institutional planning. Thus, the vice president will design and amplify the aims of TBF in a way that is authentic, leverages the institution's achievements and relevance while simultaneously lifting the work of its partners, and establishes nuanced and diverse messaging across platforms that target key constituencies and expand its reach across communities.

There are currently three full-time positions reporting to the VP as well as two vacancies, which allows for a strategic review of the organization chart. The vice president will be an integral member of the senior team and will reflect and embody the values of TBF and its leadership.

### **Major Functions and Responsibilities:**

- Develop and implement a strategic plan for TBF's marketing, branding, and communications program that is innovative, progressive, and proactive, including messages and a brand identity that extend across all media and in ways that appropriately support the strategic goals and mission of the institution.
- Partner with the president in his role as chief spokesperson for the Foundation, serving as a co-strategist on messaging and helping to refine his personal and presidential voice. Ensure that the president and other senior leaders are well-briefed and that their communications for all audiences reflect and reinforce the institution's mission, goals, and strategic plan at all times.

- As appropriate, guide and support board members, program and development staff, and other key partners in their capacity as formal TBF representatives. Establish systems and templates for board members and staff that uphold consistent brand standards and champion the Foundation's mission.
- Partner with colleagues and leaders who have diverse perspectives and backgrounds to develop communication strategies that reach out to and connect with traditionally underrepresented and under-served communities across Boston to support and enhance diversity across TBF and beyond.
- Create and lead a modern and innovative marketing, branding, and communications program that incorporates all traditional and digital channels and media.
- Assess the effectiveness and success of communications vehicles on an ongoing basis, including social media presence and usage across all units and divisions, and establish new channels for outreach. Ensure that key messages and communications are disseminated in a robust, cohesive, and engaging format across a variety of vehicles and media.
- Engage program and research staff across the Foundation to understand their work and contributions to TBF; identify key stories that highlight TBF's impact and accomplishments – as well as those of its non-profit partners – and disseminate those across various media.
- Provide thought partnership and support to [The Philanthropic Initiative](#), TBF's strategic consulting arm as it seeks to grow its client base and scale its impact.
- Develop a formal planning process that reflects the needs of the Foundation through a strong yet flexible communications and marketing program with key themes and messages that can be adapted to suit various constituencies.
- Build a collaborative and responsive marketing and communications office, one that professionally addresses both opportunities and concerns.
- Build a top-tier marketing and communications team, creating an office that provides excellence, constitutes diverse perspectives, and keenly desires to collaborate across the institution. Maintain a leadership style that is open and fluid, and which empowers staff through active communication and delegation.
- Foster an environment that rewards new ideas and risk-taking, builds confidence, encourages teamwork and collaboration, and promotes diversity and belonging. Create and contribute to a work environment of openness, candor, and mutual respect.

**The vice president for marketing and communications will bring many of the following professional qualities and experiences:**

- Deep appreciation of the history, achievements, and aspirations of The Boston Foundation, and the ability to effectively articulate strategic goals and accomplishments to a diverse audience.
- Minimum of seven years of experience envisioning, developing, and implementing an integrated strategic marketing and communications program that was successfully leveraged across an enterprise with multiple constituencies and a wide variety of audiences.

- Advanced knowledge of the strategies and industry best practices for all aspects of marketing, communications, positioning, audience acquisition, narrative change, and messaging, including sophisticated and creative use of social media, analytics, and other forms of digital communications in conveying information and content in ways that engage and excite constituents.
- Interest in ongoing education around donor advised funds, estate planning, institutional giving (both to and from an institution), and grant-making. Experience with complex financial instruments (e.g., marketing, communications, sales, fundraising) is a decided plus.
- Substantial experience evaluating the strengths of existing marketing and communications programs and identifying opportunities for improvement. Ability to increase efficiency and effectiveness of the communications process without sacrificing quality and impact. An aptitude for using data and metrics in decision-making and evaluating the success of programs and campaigns.
- Demonstrated ability to craft substantive and cohesive messages based on an institution's history and strategic goals, communicate them successfully to key audiences, and adapt and adjust appropriately over time.
- Broad experience in strategic communications; digital, social, and print communications; media relations; and successful experience dealing with local, state, and national media.
- Keen creative and design sensibilities, with a strong understanding of the communications process from creative concept through production and fulfillment. Ability to increase the efficiency of the communications process without sacrificing quality and impact.
- Unwavering focus on diversity, inclusion, equity, and anti-racism, and how this work is amplified in the language, images, and channels that are used by an institution. Commitment to and experience with promoting and enhancing diversity, equity, inclusion, and belonging.
- Engaging and persuasive written and oral communications and a clear ability to serve as a professional and trusted representative of the Foundation. A strong executive presence and commitment to the highest standards of professionalism.
- Experience working in an environment serving many internal clients and external constituents.
- Collaborative and collegial orientation, eager and able to engage a diverse client base and build strong professional relationships, serving as a resource to others and obtaining their input; persuasive, persistent, and determined. A convener who is able to synthesize many ideas and produce work products that address a wide variety of goals and objectives.
- Able to communicate, relate, and work effectively with and demonstrate respect for people at all levels of the organization and a wide variety of diverse backgrounds and cultures.
- The ability to intuit the unspoken and perceive what others do not understand. Exceptional diplomacy, discretion, and judgment as well as political savvy.
- Record of creative and entrepreneurial management, and the ability to hire, lead, mentor, and motivate staff. A commitment to personal and professional development, and the ability to build a strong, autonomous, and collaborative team.

- A keen eye for operational efficiency and optimal use of resources; deep understanding of budgets and proven success managing them.
- High degree of integrity, character, and emotional maturity; humility, a sense of humor, and life balance; and an outgoing, optimistic personality.
- Bachelor's degree required.

#### COMPENSATION

The annual all-in compensation range for this position is \$275,000-\$300,000. Except for roles with a set rate of pay, the wage/salary of the finalist selected for this role will be set based on a variety of factors, including but not limited to departmental budgets, qualifications, experience, education, licenses, specialty, and training. The stated hiring rate/range represents The Boston Foundation's good faith and reasonable estimate of the rate/range of possible compensation at the time of posting.

#### TO APPLY

Interested candidates must submit a letter of interest and a current resume to be considered for the position. Confidential inquiries, nominations, and application materials should be directed to the Isaacson, Miller website:

[www.imsearch.com/open-searches/boston-foundation/vice-president-marketing-and-communications](http://www.imsearch.com/open-searches/boston-foundation/vice-president-marketing-and-communications)

Jack Gorman, Partner (he/him)  
Elizabeth Neustaedter, Principal (she/her)  
Ryan Cheung, Senior Search Coordinator (he/him)

*The Boston Foundation believes that one of the great strengths of the Greater Boston community is the rich diversity of its residents in race, religion, national origin, ethnicity, sex, sexual orientation, gender identity, genetic information, age, and physical abilities. We are committed to supporting employees in their well-being and personal and professional growth, enabling all staff to contribute to the organization to their fullest.*

*The Boston Foundation is an Equal Opportunity Employer. We encourage applications from people with diverse backgrounds and experience.*