



Position: Director of Strategic Communications & Impact Storytelling
Responsible to: Executive Vice President of Community Innovation & Strategic Partnerships
Location: 2205 S. Oneida Street, Suite 102, Denver, CO 80224

About the Latino Community Foundation of Colorado: The Latino Community Foundation of Colorado (LCFC) is a state-based 501(c)3 philanthropic foundation. We invest in nonprofit organizations, grassroots leaders, and bold ideas that spark systemic change and create pathways for community wellbeing.

Rooted in cultural pride and collective power, LCFC supports a thriving ecosystem of Latino-led and -serving organizations while also uplifting cross-sector partnerships and policy solutions that reflect the lived experiences of our communities. Our approach blends grantmaking, capacity strengthening, narrative strategy, and advocacy to reimagine what is possible when Latino communities are not just included—but leading. Learn more at: www.latinocfc.org. We seek collaborative team members who embrace our values, and are committed to racial and social justice and the advancement of Latinos throughout the state of Colorado.

About the Position: The Latino Community Foundation of Colorado (LCFC) seeks a strategic, collaborative, and values-aligned Director of Strategic Communications & Impact Storytelling to lead the organization's communication strategy during an exciting period of growth and vision evolution.

This is not a traditional communications role. LCFC is reimagining how we communicate with and within community - not simply to promote our work, but to deepen trust, affirm cultural strength, share stories of impact and bring more people into a shared movement. The Director will be both a thought partner and implementer, advancing narrative strategy, building internal capacity, and grounding all messaging in equity, clarity, and care.

Duties and Responsibilities:

Strategic Leadership and Planning

- Design and implement an integrated, multi-entity wide communications strategy that aligns with mission and strategic directions/plan.
- Serve as a key advisor to the Leadership Team and Board on public positioning and messaging priorities.

- Help cultivate a robust brand and narrative strategy that centers cultural pride, community wellbeing, and systems-level transformation.
- Support LCFC's shift to a shared narrative structure across its programs, entities, and funding partners.

Messaging, Content, and Narrative Development

- Build and steward consistent messaging frameworks, boilerplates, and talking points that reflect LCFC's voice, values, and multi-layered audiences.
- Translate complex policy, philanthropic, and strategic concepts into clear, accessible, and inclusive language.
- Supervise creation of high-impact content including reports, newsletters, opinion pieces, speeches, social media posts, and digital storytelling.
- Partner with staff, consultants, and community partners to lift community voices through culturally responsive and multilingual materials.

Media and Public Relations

- Serve as LCFC's primary media contact, proactively cultivating relationships with journalists, editors, and influencers across local, state, and national platforms.
- Write and pitch press releases, op-eds, and feature stories that elevate community priorities and build LCFC visibility.
- Manage crisis strategy and serve as a rapid response lead during high-profile moments or public misinformation.
- Monitor media coverage and public sentiment to inform strategy and adapt accordingly.

Digital Strategy and Online Presence

- Oversee the continued development of LCFC's digital infrastructure, including website and content planning.
- Design and implement a social media strategy that increases engagement and connects audiences across identities, regions, and generations.
- Ensure accessibility, cultural relevance, and user-friendly design in all digital touchpoints.

Internal Communications and Team Collaboration

- Collaborate with program staff, development team, and external partners to align messaging and enhance cross-functional communication.
- Support internal leadership and board development with training tools, messaging refreshers, and communications toolkits.
- Ensure transparency, alignment, and internal readiness in advance of public rollouts and announcements.

Management and Implementation

- Collaborate closely with LCFC's external communications agency to co-develop and execute communication strategies across platforms.

- Manage day-to-day functions of communications with staff, consultants, and vendors.
- Manage a departmental budget; set metrics for success and regularly evaluate communications impact.

Qualifications:

We recognize that lived experience and non-traditional career paths can provide strengths just as valuable as formal credentials. Ideal candidates will bring:

- 8+ years of experience in strategic communications, with at least 3 years in a leadership or management role.
- A strong understanding of narrative change, brand strategy, and public interest communications.
- Excellent writing, editing, and storytelling skills-especially in translating complex ideas into compelling content.
- Demonstrated success in media relations, thought leadership, and shaping public discourse.
- Experience with digital content strategy, website development, and social media platforms.
- Deep understanding of Latino/a/x communities, movement-building, and culturally rooted communication approaches.
- Ability to lead in a collaborative, multilingual, and multi-generational environment.
- Fluency in Spanish strongly preferred.

Values and Competencies

- **Integrity:** Models honesty, ethical leadership, and trust-building in all communications.
- **Systems Thinker:** Understands relationship between messaging, power, and long-term systems change.
- **Cultural Fluency:** Honors the intersectional identities of our community and elevates cultural strength as assets.
- **Strategic Agility:** Able to zoom out for big-picture strategy and zoom in for timely execution.
- **Relational Approach:** Prioritizes humility, listening, and mutual respect in working with community, partners, and team members.

Position Status: This is a full-time, at-will, exempt position based in our Denver, CO office.

Schedule: Typical work schedule Monday – Friday 8:30 am to 5:00 pm. Flexible hybrid work approach after probationary period is satisfied with up to two days of work from home. Some evenings and weekends will be required.

Compensation: Starting salary is: \$84,000. We take into consideration a candidate's years of experience, education level and special skills like being bilingual, relevant professional certifications and direct lived experience.

Benefits: This position is eligible for future advancement opportunities within the organization as they become available. LCFC offers a comprehensive benefits package including:

- Comprehensive health benefits package (medical, dental, vision)
- Generous paid time off and holidays
- Long-term Disability Insurance Coverage
- Life Insurance (\$50K Policy)
- 401K Plan; Employer contribution of 5% of salary after one year (no match required)
- Three-month Sabbatical after seven consecutive years of employment

How to Apply: Application review will be on an ongoing basis. We encourage candidates to apply early.

Please complete the web form application and be sure to include your resume, cover letter and list of 3 professional references.

Only candidates who have successfully submitted all the application components will be considered.