



Ulupono Initiative (Honolulu, HI)

Title: Specialist, Communications and Community

Managed by: Director, Communications and Community

Issue Date: 3/5/24

FLSA Status: Exempt

ABOUT ULUPONO INITIATIVE: The Ulupono Initiative (UI) is a Hawai'i-focused investment and advocacy firm sponsored by eBay founder Pierre Omidyar and his wife, Pam. The organization's mission is to identify and support efforts that: 1) produce more locally grown food; 2) increase renewable energy resources; 3) increase transportation choices; and 4) better manage freshwater resources. UI's approach is based in systems thinking. For each of our investment areas, we aim to understand the entire landscape and identify key intervention points that, when altered, will improve the outlook for Hawai'i's future and the quality of life for island residents.

UI's model allows the organization to work towards our mission in a variety of ways. We make investments in for-profit companies, provide grants to non-profit organizations, advocate on policy and regulatory issues, and we sometimes act as a catalyst or convener around critical issues related to local food production, renewable energy, clean transportation choices, and fresh water resources.

POSITION SUMMARY:

The Specialist, Communications and Community, reports to the Director, Communications and Community, and supports all areas of communications including: strategic planning; messaging, positioning, and branding; media relations; content creation for all external communications tools and vehicles such as social media, website, collateral and press kits/materials including all photography; PR agency resources; speaking engagements; conferences and sponsorships; and, internal communications. Given the importance of trust-based, rich connections in Hawai'i to getting business accomplished, the Specialist, Communications and Community, will not only support the development and management of UI communications but also help build relationships with and collaborate on strategic communications activities with focus area leaders and other internal/external partners.

The Specialist, Communications and Community, is primarily responsible for leading communications efforts in the following areas:

Management of Digital Communications

- Social Media
 - Develop, manage and execute a social media strategy designed to shift perspectives and induce behavioral change, in alignment with UI's overall communications strategy, messaging and mission
 - Lead social media content development, including collaboration with internal staff and external partners, as well as implementation of an approval process for all postings before they go live
 - Engage with our community through online platforms, forums, and social media to foster relationships, address concerns, and promote active participation and feedback
 - Analyze social media trends, audience behavior, and engagement metrics to drive continuous improvement and optimize strategies for maximum reach and impact
- Website
 - Ensure the website remains updated, relevant, and aligned with the company's branding and messaging strategies



- Work closely with cross-functional teams to ensure website content aligns with overall communications goals and campaigns
- Track website performance metrics using analytics tools to assess user engagement, traffic patterns, and conversion rates.
- Digital Library
 - Maintain UI's library of digital assets, including photos and video, on the company's approved secure platform (Sync)

Coordination of Sponsorship Opportunities

- Maximize leverage of sponsorships for messaging and branding opportunities
- Coordinate and track event sponsorship payments and deliverables, within UI's approved sponsorship budget
- Coordinate and staff UI exhibits/displays at sponsored events, as needed

Overall Support of Communications Strategy

- Write for multiple audiences and mediums, including social media messaging, blogs, e-newsletter and, when needed, executive speeches and letters, talking points, news releases, media interviews, video scripts, fact sheets and FAQs
- Provide development support and review/editing for internal/external documents, presentations, and other work products, as needed
- Provide communications support for special activities, including tradeshows and events
- Advise and implement consistent corporate branding practices, including ensuring brand integrity by maintaining and updating organizational style sheet and other guidelines
- Attend and actively participate in external/internal meetings
- Building sector knowledge over time to enhance performance and effectiveness
- Perform other duties as assigned or required in a professional and timely manner

As a representative of UI and the Omidyars, the Specialist, Communications and Community, is expected to adhere to professional standards and values that are consistent with our mission.

EDUCATION, EXPERIENCE AND SKILLS REQUIREMENTS:

The ideal candidate must be a strategic thinker, a self-starter and results-oriented. Along with communications and digital skills and experience, the ideal candidate must demonstrate the necessary intellectual curiosity and persuasive creativity to engage with internal and external stakeholders. With UI being a relatively small team, it is essential for the candidate to be a collaborative and inclusive team player. The ability to comfortably give and receive feedback, with a dedicated focus on continuous improvement, is also crucial.

Education and Experience:

- Bachelor's degree from an accredited college or university in communications, marketing or related field; Master's degree and/or APR is a plus
- 3+ years experience working in public relations, media relations, corporate affairs or equivalent is required
 - Agency, government and/or community relations experience is preferred
 - Experience in Hawai'i is desired

Skills:

- Strong professional written and oral communication skills
- Strong project management skills, including time management, goal-setting, multitasking and prioritization



- Self-starter
- Strong problem-solving and critical thinking skills
- Advanced organization abilities
- Ability to effectively engage with team members of all levels and across sectors
- Experience with graphic design programs (Photoshop, Illustrator)
- Basic HTML or familiarity with CMS
- Previous management of social media accounts in a professional environment, including Facebook, Instagram, Twitter/X, and LinkedIn
- Experience with Salesforce is a plus

Other Desirable Traits:

- Demonstrated track record of successful relationship building
- Experience in green business, renewable energy, sustainable agriculture, clean transportation and/or fresh water desirable
- Prior demonstrated interest in creating positive social impact highly desirable
- Connection to Hawai'i, desire to live in Hawai'i, and/or desire to live and work in a multi-cultural environment required

How to Apply: Submit a cover letter and resume to communications@uluPono.com by April 1, 2024. (Please note that our team may be reviewing resumes and progressing with qualified candidates as submissions are received.)