

# Position Specification



Executive Communications and  
Media Senior Lead

## **Job Description**

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<b>Position</b>	Executive Communications and Media Senior Lead
<b>Company</b>	Pivotal Ventures
<b>Location</b>	Kirkland, WA
<b>Reports To</b>	Imani Greene, Senior Executive Communications & Media Manager
<b>Website</b>	<a href="http://www.pivotalventures.org">www.pivotalventures.org</a>

## **Company Background**

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Pivotal Ventures (“Pivotal”) is an investment and incubation company created by Melinda French Gates. We partner with organizations and individuals who share our urgency for social progress in the United States. Together, we grow understanding, expand participation, encourage cooperation and fuel new approaches that substantially improve people's lives.

**We believe that every individual should have an equal opportunity to improve their life and the lives of others.** Equality is a precondition for social progress, but equality alone is not enough. While everyone may one day have the same access to opportunities, many will continue to confront political, cultural and institutional obstacles simply because of who they are. We envision a world where all individuals have a chance to contribute, participate, and live a better life. Which is why we’re pushing for a more equitable country—one that works for everyone, equally, because at Pivotal, we believe removing the barriers that hold people back improves life for all.

Pivotal is driven by five core principles: we dream big and deliver daily, we are exceptional partners, we tell the truth, we keep a start-up mindset, and we celebrate our people.

## **Our Work**

We support partners advancing progress for women and families in the United States. Our strategies are guided by data, experts and those with lived experience in our focus areas. We use both philanthropic and investment capital to fund transformational ideas, people and organizations.

We take on old problems in new ways, using philanthropic dollars and investment capital to fund transformational ideas, people, and organizations working to advance social progress. Our work is specifically focused on expanding women’s power and influence and strengthening the well-being of people in the United States.

To make progress go further and faster, we go beyond traditional philanthropy. We believe transformational ideas can come from anywhere, so we fund experimentation in promising, untested approaches. We also deploy a diverse set of funding tools, pulling on a range of levers to take on entrenched barriers.

All of our strategies are informed by partners on the frontlines of these issues, and we seek out

guidance from people with lived experience of the challenges we're working to solve. Here are some of the areas we focus on:

- **Women in Technology and Innovation:** We're working to increase the number of women who are graduating, investing, and leading in the technology ecosystem through initiatives like [Gender Equality in Tech Cities](#).
- **Women in Public Office:** We're helping open new pathways for women candidates. We're proud to support a wide range of [partners working to recruit, empower, and train](#) women of all backgrounds to run and to win.
- **Women and Girls of Color:** We're committed to [breaking down the barriers](#) faced by women and girls of color in the U.S.—and strengthening their power to determine for themselves the trajectory of their lives, careers, and communities.
- **Paid Family and Medical Leave:** We're part of a broad coalition of partners working to pass a [comprehensive federal paid leave policy](#) so that no one in this country has to choose between earning a paycheck and taking care of a loved one.
- **Caregiving:** We're supporting innovation in both the public and private sectors to develop new and better solutions for Americans caring for children, sick relatives, and aging adults. Through initiatives like the [Techstars Future of Longevity Accelerator](#), we aim to make the market more responsive to families' changing needs.
- **Adolescent Mental Health:** To help young people—and especially young people of color and LGBTQ+ youth—access the mental health services and support they need, we're funding systems and tools that address inequities and promote youth well-being through initiatives like the [Upswing Fund](#) and [Sound It Out](#).

### **We take two approaches to investment:**

#### **We Seed Innovation**

We believe transformational ideas come from everywhere. We invest in early-stage, untested or provocative approaches that create a path to impact at scale.

#### **We Advance the Field**

We support emerging and existing leaders, build capacity and drive alignment toward common goals.

### **Executive Communications and Media Senior Lead:**

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The Executive Communications and Media Senior Lead (“Senior Lead”) is an integral member of the Pivotal Ventures team, playing a central role helping to execute multiple facets of Pivotal’s voice and profile. The Senior Lead must work closely and collaboratively with internal

stakeholders as well as a diverse range of external partners (NGO partners, consultants, contractors, agencies and support organizations) to magnify Pivotal's leadership, influence and voice to drive awareness around the company's mission.

The incumbent should be comfortable in a lean, flat, entrepreneurial organization that places a high premium on culture, collegiality, intellectual curiosity and collaboration. At the same time, this person must be comfortable with managing many projects at once and a fast-paced, action-oriented environment, with a capacity for flexibility and a willingness to adapt.

## **Role Responsibilities**

### *Communications Process and Materials Management*

- Lead wholistic process for updating and maintaining internal and external communications materials including key stats, one-pagers, and messaging.
- Lead quarterly metrics development, analysis and socialization, including team-wide discussion on data and insights.
- Maintain an editorial calendar, through Airtable, looking out six to 18 months, and containing all information related to earned media and cross-team coordination.
- Manage ongoing requests, through Salesforce (CRM), to use Pivotal's name and brand in partner materials.
- Responsible for the collation of briefing books and preparation materials for upcoming media interviews for Pivotal spokespeople. Conduct research on platforms, outlets and influencers as needed.
- Responsible for managing the Top 25 Reporter List and CRM engagement for the Executive Communications and Media Team.
- Assist in scheduling Pivotal media engagements and communications-related events, in close collaboration with stakeholders.

### *Communications Strategy Support and Implementation*

- Support the design of core narratives, key messages and themes for Pivotal corporate communications and our programmatic strategies.
- In coordination with the broader communications team, build and maintain relationships with key reporters and outlets to source new opportunities and expand existing opportunities. Support the development and execution of media strategies for corporate announcements and awards, including preparing Pivotal spokespeople for media opportunities.
- Serve as point of contact for programmatic leaders to help determine communications strategy, timing and tactics for announcements and key moments. Coordinate with workstream leads across the communications team for social and digital implementation.
- Represent Pivotal Ventures with partners, i.e., organizations we fund and support, and provide regular updates to team and partner organizations on media and communications.
- Provide updates on changes to the media landscape (reporter moves, new outlets) as well as emerging digital trends.

## **Skills and Competencies**

The requirements listed below are not an exhaustive list, but are representative of the knowledge, skills, and/or behavior recommended, to be successful in this role. To perform this job successfully, an individual must be able to perform each essential function satisfactorily; however, reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

### *Skills*

- Excellent written and verbal communications skills.
- Ability to manage multiple priorities in a dynamic, fast-paced environment, while maintaining a high level of attention to detail and accuracy in work product.
- Proven project management and execution skills.
- Strong interpersonal skills and proven ability to build rapport with key stakeholders. Comfortable working both independently and as part of team.
- High integrity, sound judgment in decision-making and discretion with confidential matters and sensitive information.
- Ability to synthesize and command complex information and apply it effectively.
- Ability to work across the organization and collaborate with other teams, such as creative, program and digital teams, to ensure plans are complementary and aligned to clear objectives. Self-starter and manages time well.
- Ability to react well under pressure and maintain a positive, cooperative and professional attitude under a variety of circumstances.

### *Knowledge and Understanding*

- Understanding of current events, cultural and geographical considerations.
- Knowledge of the domestic media landscape and key players and how to effectively communicate in both mainstream and digital media environments.
- Understanding of the online landscape and the intersections between earned, owned, and paid media.

### *Team Culture*

- Demonstrate a commitment to Pivotal's mission by showing intellectual rigor, maintaining a focus on the impact of our work.
- Ability to participate as an active, high-performing member of the team:
  - Transparency and accountability: Contribute to team discussions and decisions by providing timely information and considered opinions in an open and welcoming environment. Embrace vulnerability and discomfort through direct communication to team members and key stakeholders.
  - High performance: Demonstrate drive and a commitment to high performance that embodies creativity, avoids the pitfalls of perfectionism, and maintains a steady pace. Equity and belonging: Participate in work to advance our collective knowledge, understanding, and perspectives on equity and inequity in society, our company, and our team culture.
  - Sense of humor: Take opportunities to laugh together and keep things in perspective at every opportunity.

- Team growth: Help grow the communication team's understanding of itself, its strategy, and its role within the organization. Be willing to question the status quo.

### **Required Qualifications**

- Five to seven years of experience in communications (public or private sector).
- Must be able to pass a comprehensive background investigation including criminal, public records and credit checks.

### **Working Conditions**

- Regularly required to sit, use hands and fingers to handle or touch/sense, talk and hear.
- Regularly required to lift and/or move up to 10 pounds; 15-20 pounds on an occasional basis.
- Occasional work on nights and weekends.
- Professional and open space office environment.
- Up to 10% travel time.
- Specific vision abilities required by this job include Close vision, Distance vision, Peripheral vision, Depth perception and Ability to adjust focus.

Each team member makes a significant contribution to the success of an organization. That contribution is not limited by the assigned responsibilities. Therefore, this position description is designed to outline primary duties, qualifications, and job scope, but not limit the incumbent nor the organization to just the work identified or assigned. It is expected that each team member will offer his/her services wherever and whenever necessary to ensure overall success. To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed above are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Pivotal values diversity and is strongly committed to providing equal employment opportunity for all employees and all applicants seeking employment. All employment decisions at Pivotal are based on the candidate's or employee's capabilities and qualifications without regard to race, color, creed, religion, sex, sexual orientation, gender expression or identity, age, national origin, citizenship, veteran, military, or marital status, sensory, physical or mental disability, genetic information or any other status or characteristic protected by applicable law.

### **Recent Pivotal Ventures News**

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- [Geekwire](#): How Melinda French Gates has 'transformational potential' to boost equality in VC, tech and beyond
- [Pivotal Ventures and the Ad Council](#) Launch "Sound It Out" to Support Young People's Emotional Well-being
- [Pivotal Ventures Helps Launch](#) New Fund to Strengthen the Mental Health and Well-being of Young People of Color and LGBTQ+ Youth

# KLH & ASSOCIATES

MULTICULTURAL SEARCH FIRM SPECIALIST

## **To Apply:**

Tell us why you are a great fit for Pivotal Ventures. Please send a resume and compensation requirements to [kimhunter@lagrant.com](mailto:kimhunter@lagrant.com).

## **KLH & Associates Contact**

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