



Invites Your Interest in the Position of

CHIEF COMMUNICATIONS AND PUBLIC AFFAIRS OFFICER



About the Opportunity

Perhaps you are an innovative executive with a proven track record in large marketing/communications departments who loves a good challenge. Like putting together a complex puzzle, you thrive on connecting the unique pieces of an organization's mission across a diverse service area with varying individual needs. Or, you have expertise in public affairs that allows you to leverage government relations, public advocacy, and communication skills to convey an organization's social responsibilities to its community.

[Goodwill Industries of Northwest North Carolina, Inc.](#) (Goodwill), headquartered in Winston-Salem, NC, invites you to apply for its first **Chief Communications and Public Affairs Officer (CC&PAO) position**. A primary goal of this new position is to continue strengthening Goodwill's relevance as a community leader and its ability to influence system changes through highly effective communication and advocacy across diverse stakeholder groups.

This position is for the professional with excellent critical thinking skills and extensive knowledge of communications, public relations, public affairs, and public policy who is energized by the opportunity to:

- Join one of the nation's most well-known and well-respected nonprofit organizations.
- Serve in a public-facing role, identifying as a brand ambassador, being highly engaged in urban and rural communities, and working with the President & CEO to lead efforts that enhance the understanding of the organization's mission.
- Build a dynamic communications and public affairs team – working collaboratively with key leaders and staff to identify this team's strategic vision and goals.
- Develop relationships with state and federal legislators to advocate for the needs of the organization's constituents.
- Promote the outstanding reputation of Goodwill while enhancing and marketing the Goodwill brand and historical community impact with a focus on establishing consistency in branding and messaging.

Goodwill's President & CEO seeks an optimistic and empathetic leader who helps others see opportunities amid challenges, values and, incorporates the input of others, and embraces changes.

The next Chief Communications and Public Affairs Officer has high self-regard – a keen awareness of their self and their abilities, leads from a DEIB perspective (diversity, equity, inclusion, and belonging), and demonstrates the worth, value, and dignity of each individual while also advocating for staff, the organization, and its clients.

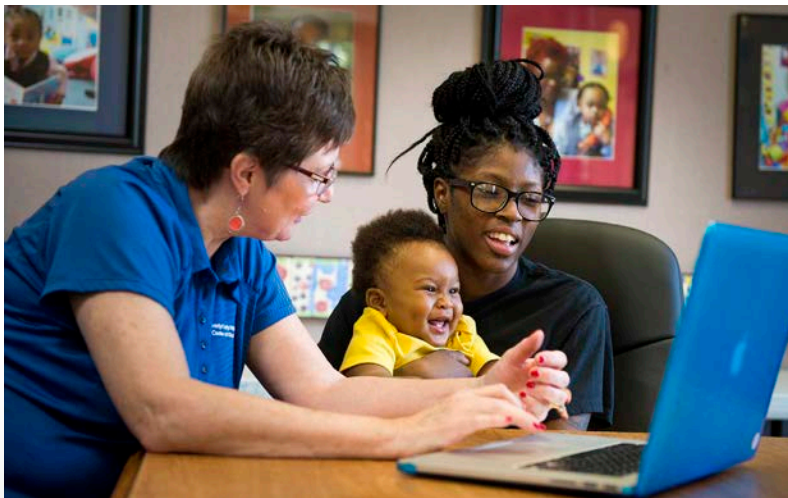


About the Mission

We create opportunities for people to enhance their lives through training, workforce development services, and collaboration with other community organizations.

About Goodwill's History

Goodwill Industries of Northwest North Carolina, Inc., is one of North Carolina's preeminent providers of employment and training services. Founded in 1926 by Centenary United Methodist Church in Winston-Salem, its first mission was to provide a means of employment for residents with disabilities. Clothing and other items were gathered from community members and then repaired and sold by citizens with disabilities. Later, Goodwill expanded its mission to include individuals with socioeconomic barriers to employment.



The philosophy of “a hand-up, not a hand-out” was the impetus for the founding of Goodwill, and the organization remains committed to that concept today.



About Goodwill Today

Goodwill Industries of Northwest North Carolina is a 501(c)(3) nonprofit organization headquartered in Winston-Salem, NC. Goodwill employs more than 1,100 team members dedicated to providing employment and training services that help people find jobs and reach financial stability.

A strategic and unique business operations model provides long-term financial stability that is unparalleled in the nonprofit sector. The \$90 million operating budget enables the delivery of services to nearly 60,000 people annually. Goodwill's core programs and services, and those offered by affiliate organizations such as NCWorks and Crosby Scholars, make a difference in the lives of the individuals and communities served.

Goodwill's values shape the culture and guide the interactions with program participants, customers, and employees. A shared commitment to Living the Mission; Promoting Teamwork; Driving Improvement; Taking Responsibility for Actions and Behaviors; and Respecting and Appreciating Others makes Goodwill successful and inspires all actions.

Goodwill Industries of Northwest North Carolina is governed by a diverse Board of Directors representing various occupations and industries that provides invaluable leadership and governance to ensure compliance with legal and tax requirements, the protection of the public interest, and the evaluation of the organization's work. Goodwill has invested in essential resources to support its mission, such as the organization's current needs assessment of its service area, its 2022 Impact Report, and a newly approved Strategic Plan.

Goodwill Industries of Northwest North Carolina is a leader among Goodwill-affiliated organizations globally for efficient retail operations and a focus on bottom-line results, maximizing the financial support for Goodwill's mission; enabling the organization to invest in its people, facilities, programs, and community; creating a strong financial position with no debt; and positioning the organization for mission and retail expansion. Goodwill Industries International has recognized Goodwill Industries of Northwest North Carolina, Inc. for its executive leadership. It has been twice awarded the Weston Award for Nonprofit Excellence, recognizing leadership and excellence in nonprofit management. As a result, Goodwill is recognized nationally as one of the most efficient charities - channeling 87 percent of revenues to mission and sustainability.

Learn more about Goodwill's mission and services at <http://www.goodwillnwc.org/>.



With 51 retail stores, 20 career centers, and dozens of attended donation centers across a 31-county territory, Goodwill is a complex enterprise of offering many career opportunities.



About the Headquarters Community

Goodwill Industries of Northwest North Carolina's headquarters is in Winston-Salem, North Carolina. With a population of around 252,000, Winston-Salem is part of the Piedmont Triad region, including the neighboring cities of Greensboro and High Point, and is just 80 miles northeast of Charlotte.

Founded in 1913 by the towns of Winston and Salem coming together for a strong economic future, the city maintains a philosophy of collaboration, not competition. Winston-Salem has grown into a vibrant community marked by a strong economy based on health care, higher education, research, and service and is home to Wake Forest University, Winston-Salem State University, Hanesbrands, Inmar, Garner Foods, Reynolds American, and state-of-the-art healthcare providers Novant Health and Atrium Health Wake Forest Baptist.

The city's rankings for job growth outlook and safety are among the best nationwide. A walkable city, Winston-Salem offers an array of parks, trails, and greenways, providing beautiful and lush green space to enjoy and appreciate its natural beauty. With more than 75 restaurants and 30 bars and breweries to enjoy in Winston-Salem's walkable downtown, there's always something new to discover. The Arts District, Innovation Quarter, and Industry Hill offer unique cultural experiences to explore just moments away from Winston-Salem's roots in Old Salem's renowned historic district. Winston-Salem offers everything from local crafts and boutiques to family-owned restaurants and incredible fine dining throughout town. Further out, Winston-Salem is the gateway to the Yadkin Valley Wine Country region, home to more than 70 wineries within a short drive of the city. Winston-Salem's annual events and festivals showcase the best that Winston-Salem has to offer, from the international film fest in the Spring and the summer national tennis tournament to the many harvest festivals and candlelight historic home tours during the fall and winter holidays.

Demographically, Winston-Salem's population is 53% White, 34% African American/Black, 16% Hispanic/Latino, 3% Asian, and 6.5% Other. The city's median household income is \$50,054, while the median home price is \$219,000, 42% below the national median. Winston-Salem's cost of living is 19% below the national average.

Winston-Salem is a vibrant community offering a strong economy, thriving businesses and state-of-the-art healthcare facilities.



Winston-Salem is home to several highly regarded higher-education institutions, such as Wake Forest University.
(Ken Bennett)



Winston-Salem's walkable downtown has a wide variety of restaurants, bars, local craft shops and boutiques.



The Quarry at Grant Park offers spectacular views and is one of many parks, trails, and greenways that provide beautiful, lush green space and opportunities to enjoy nature and the outdoors.

To learn more about Winston-Salem take a [video tour of the city](#).

About the Position

Reporting to the President & CEO and serving as a member of the Executive Leadership Team, the CC&PAO joins an organization highly regarded for excellence in leadership and nonprofit management. The CC&PAO is responsible for the strategic leadership, direction, and operation of advocacy, fund development, marketing, communications, branding, and community engagement for the organization. As a trusted advisor and business partner, the CC&PAO provides strategic counsel to leaders in supporting the organizational objectives. Leading the current team of 10 team members and external consultants, the CC&PAO must have exceptional team building and collaboration skills to bring together members from across the organization and within the Communications and Public Affairs Department toward a shared vision.

The Chief Communications and Public Affairs Officer must have outstanding interpersonal skills with diverse audiences from various racial, educational, geographic, and socioeconomic backgrounds.

The ideal candidate must successfully navigate and balance the various functions of the position – from researching, writing, and securing grant funding to supporting the organization’s fund development to advancing the organization’s advocacy efforts and facilitating daily and crisis communication. This leader has impeccable verbal and written communication skills and demonstrates swift and effective problem-solving skills. Goodwill Industries of Northwest North Carolina, Inc. has a unique funding model which uses business development strategies and revenues generated by stores and e-commerce to support its mission-driven activities and outcomes. The successful CC&PAO ideally has experience with a similar nonprofit social impact funding model.



Key Position Priorities

- Construct a vision for the organization's advocacy and public affairs efforts – developing a framework from the ground up that highlights the organization's four commitments of Community Leadership, Equity and Inclusion, Sustainability, and Performance Excellence, and elevates and advances the organization toward achieving its strategic priorities.
- Protect the organization's brand – working strategically and collaboratively to strengthen Goodwill's image as a complex organization with various programs and services that have a significant impact.
- Unite a skilled and cohesive team around the department's goals and priorities, utilizing proven methods to bridge gaps and differences between team members of all ages while maintaining a culture of high morale.
- Through community immersion and using a DEIB lens, seek to understand the functionality and needs of each community within Goodwill's service area – building a comprehensive analysis of each county's varying needs and resources to support the President & CEO in cultivating the vision for the organization's future.

Qualifications

- A bachelor's degree from an accredited institution in Public Policy, Marketing, Business Administration, or a related field is required. A master's degree is preferred.
- Ten years of marketing and communication experience, with at least five years of experience leading a corporate marketing department, managing fund development, and advancing public policy, is required.
- Past leadership experience representing an organization to external audiences and proven success as a leader with expertise appropriate to a senior leadership position.
- Proficient Microsoft Office skills are required.
- Travel throughout the 31-county territory is required.
- Residency within the organization's service area and commuting to Goodwill headquarters in Winston-Salem, NC is expected; this is not a hybrid position.
- A valid NC state driver license is required, along with appropriate insurance and safety inspections or the ability to obtain an NC state driver license within a designated time following appointment.



The Successful Candidate

- has a proven track record of marketing and communications for nonprofits or a comparable sector serving diverse communities with varying unmet or under-resourced needs;
- has exceptional communication and presentation skills, both written and oral, that promote a free flow of information throughout the organization and demonstrate candor and openness when discussing major organizational initiatives;
- has strong project management skills reflecting an ability to manage shifting priorities and handle numerous time-sensitive projects with multiple deadlines;
- understands and has experience navigating the complexities of AI and Chat GPT, facilitating the risk management of these tools in the organization's public relations, marketing, and communications efforts;
- demonstrates a commitment to diversity, inclusiveness, equity, and belonging, and the values of respect, integrity, service, excellence, and stewardship;
- is experienced in all available communications tools: media placement, email, direct mail, texts, photography, video, social media, television, radio, and direct face-to-face interaction;
- has demonstrable experience building trusting relationships with rural and urban news media sources;
- successfully promotes fun and inspiring events, yet can swiftly pivot to crisis communications that involve critical needs, engaging the right people at the right time in the process of delivering sensitive information to various stakeholders;
- is disciplined and values accountability with high expectations of self and others while also being an effective and respected leader;
- demonstrates effective leadership, management, and organizational effectiveness skills, including coaching, performance management, training, and developing leaders and team members;
- has a successful track record of building high-performing collaborative teams that are entrepreneurial, creative, and high-energy;
- demonstrates outstanding interpersonal skills and seeks to engage with others while enhancing the trusted reputation of the organization; proactively, authentically, and transparently;
- is proactive and can influence and communicate at all levels, as well as cross-functionally;
- is comfortable challenging the status quo to make an impact and drive change management;
- effectively collaborates with stakeholders and representatives of groups that include, but are not limited to, local, state, and federal authorities, community members, staff, and others; and,
- is adept at facilitating difficult conversations across internal and external groups, resilient in the face of challenges, and seeks innovative solutions to problems.

Salary and Benefits

- A competitive base pay based on experience and qualifications.
- A unique work environment that is professional, fast-paced, and fulfilling.
- The opportunity to work for one the nation's most well-known and well-respected nonprofit organizations.
- A comprehensive benefits package including medical, dental, and vision insurance along with tuition reimbursement, a retirement savings plan (403b), and a money purchase pension plan with an annual employer contribution of 10% of gross salary up to the FICA maximum, after which a 15.7% rate is applied to remaining salary. (partially vested after two years and fully vested after six years).

To apply, please visit <https://www.governmentjobs.com/careers/developmentalassociates> and click on the “Chief Communications and Public Affairs Officer – Goodwill Industries of Northwest North Carolina” title.

To learn more about the selection process, visit <https://developmentalassociates.com/client-openings/>, select “Client Openings” and scroll down to “Important Information for Applicants.” All applications must be submitted online via the Developmental Associates application portal – NOT the organization’s Employment Application portal or any other external website; it is insufficient to send only a resume. Resumes and cover letters must be uploaded with the application.

Applicants **should apply by August 20, 2023**. Successful semi-finalists will be invited to participate in virtual interviews and skill evaluations on **September 21-22, 2023**. Candidates are encouraged to reserve these dates for virtual meetings should they be invited to participate. All inquiries should be emailed to hiring@developmentalassociates.com. Goodwill Industries of Northwest North Carolina is an Equal Opportunity Employer.

