

Alluma
Executive Director - Communications
Oakland, CA

Executive Director - Communications

Alluma
Oakland, CA

About Alluma

In 1999, a group of changemakers from philanthropy and technology partnered to solve a problem: Why weren't eligible children and families enrolling in California's Children's Health Insurance Program? They worked to transform California's CHIP application into a streamlined, effective, digital-only application. It worked, creating Health-e-App, the first application with an online signature for a public benefit program — reducing the application time from 97 to 7 minutes. Since then, Alluma has supported countless people in communities of color, immigrant communities, and poor communities by developing simple and easily accessible help.

Today, Alluma is a social enterprise organization that uses policy analysis, human centered design and data storytelling to create technology solutions to ensure economic, social, and physical well-being for all. They currently operate three major solutions—the One Degree website, Android and iOS apps and the One-x-Connection solution—that provide information, referral to health care, food banks, employment services, and much more, as well as helps people with eligibility and enrollment into these public and nonprofit programs. They also support communities around the country to start their own One Degree chapters. They imagine a world where anyone can digital find and apply for any public and nonprofit services they need from anywhere at any time of day.

By providing information, referral to services, and help with eligibility and enrollment in public and nonprofit support programs, they have been able to make finding and getting emergency food, shelter, or health services as easy and straightforward as ordering a book on Amazon to anyone who may need it when they need it. Powered by policy, design, data and technology experts working on the same team to create solutions, Alluma centers an understanding of how race and class to meet the needs of the people it serves to create three types of value—financial, user and social. Alluma is a self-funded organization with \$38 million in annual revenue and incorporated as an 501(c)(3) organization in 2006.

Alluma is on a bold mission to eliminate barriers to getting people connected to help, so that all people have access to support and services when they need it. By enabling their public and nonprofit agencies to better connect people with support, Alluma's recognition of past and present harm pushes it makes strides towards creating completely reimagined approach to services and support. When someone receives the support they need, their life transforms, creating a ripple effect on their families, communities, and the world.

For more information on Alluma, please visit their [website](#).

The Opportunity

Alluma is seeking an Executive Director of Communications (EDC) to provide strategic communications counsel at the highest levels of the organization and direct the work of the communications team. As a member of Alluma senior leadership team, the EDC shares responsibility for decisions that have organization-wide impact and contributes to planning for the organization's present and future. The role will also architect how Alluma approaches narrative strategy (i.e., articulating a clear and compelling vision and strategy for the future of Alluma) in the long-run, while having immediate impact through existing initiatives.

Reporting to the Office of the CEO, the EDC has ultimate responsibility for the development and implementation of communications strategy that paints a picture of how Alluma's past, present, and future fit together to drive interest and understanding of Alluma's core issues and values, raise the image and identity of Alluma, and lift up the work of its partners.

The Executive Director – Communications is responsible for guiding the creation of Alluma's key messaging, identifying target audiences, and ensuring the integration of Alluma's communications tactics (media relations, online strategies, publishing, special events, and external relationships) in support of organizational goals.

Specifically, the Executive Director – Communications will:

- Set and guide strategy and execution for all communications, message platforms, and campaigns to consistently elevate the organization and achieve measurable results in awareness and engagement;
- Serve as a key advisor to the President and CEO on developing communication that is clear, consistent and accessible, while reflecting Alluma's commitment to racial and class equity internally and externally;
- Serve as a key member of Alluma's senior leadership team and work with senior staff to integrate communications into the overall organizational strategy;
- Accelerate a narrative strategy with consistent Alluma's brand, values and commitment to race and class equity to elevate Alluma's goals and strategy to all employees and external partners;
- Co-create organizational messaging and provide staff training in the delivery of it narratives;
- Use Alluma's narrative strategy to drive a marketing strategy that will allow Alluma to cultivate and enhance meaningful relationships with targeted audiences, including but not limited to: media, prospective clients, current clients, partners, community members, staff, and key constituents;
- Ideate, write, and edit content across all channels, including print and digital;

- Oversee the day-to-day operations of communications including budgeting, planning, staff development and management, among other activities;
- Effectively engage staff in communications activities, creating trainings, capacity-building, and events; and
- Direct internal communications to ensure clear commitment to race and class equity, brand values, and employee morale.

Candidate Profile

The Executive Director – Communications of Alluma will possess the following attributes and competencies:

Thought Leadership and Elevating the Alluma Mission

The Executive Director – Communications will serve as a thought partner, manager, and innovator at multiple levels within the organization. They will create and implement high-level strategy and lead a communications team to execute. They will have the capacity to thrive in a fast-paced environment and will have substantive knowledge in Alluma areas of work. With an ability to identify the right message and delivery to cut through a crowded communications space, the EDC will strategically position Alluma as a thought leader and change maker, crafting stories and narratives to share outward. They will carve out a voice in the media landscape to advance equity. The EDC is a big picture thinker who can successfully lead implementation efforts as a hands-on leader.

Communication, Influence, and Expertise

The EDC has an understanding of how to advance social change by creating highly effective, integrated communication strategies, and a belief in the power of narrative. With a clear sense of ownership, accountability, and urgency, the EDC has a strong sense for messaging, themes, and techniques that resonate with a wide range of individuals and organizations in the equity and justice space. They have demonstrated experience in setting and implementing innovative communications strategies in complex organizations and is capable of integrating disparate elements into a cohesive whole. They understand how to build formal and informal collaborations and how to collectively amplify perspectives in a world of fast-paced communications. They are analytical and data-driven, able to conceptualize and analyze both problems and solutions and identify key metrics that will help Alluma work towards its strategic objectives. They will leverage the collective results of efforts and support staff and partners by creating a communications function that leverages the power and talents of the organization as a whole.

Ambassador for Alluma

The Executive Director – Communications will be comfortable serving as an “Ambassador” for Alluma. They will become fluent in sharing the mission and vision with the outside world and

help to expand Alluma’s agenda to advance race and class equity. The EDC will have excellent interpersonal relationship building abilities and inspire trust and confidence across a diverse range of internal and external stakeholders. The EDC is flexible, energetic, curious, positive, creative, and accomplished at communicating and influencing both inside and outside the organization. They are a media savvy communicator who brings passion for the Alluma mission as a spokesperson and is able to represent Alluma in complex policy conversations. They are politically astute and attuned with a sophisticated personal presence. They have exceptional listening, written, and oral skills.

A Passion for the Mission

The EDC has a demonstrated passion for the mission of Alluma and commitment not just to equity general, but race and class equity specifically. They will show a commitment to working for a legacy organization that is in its second start-up phase and will have the passion and stamina to rebuild the communications function. The EDC will exhibit a wide-ranging curiosity and will be deeply committed to improving access to critical services for an equitable economy and just society. They have sound, mature judgment, and take pride in succeeding at the highest levels. The EDC must thrive in a collaborative culture, have a track record for identifying new communications tools and approaches, and be results-oriented. It is imperative that they treat others with respect and always stay true to the values of Alluma. Moreover, the ideal candidate is an individual of unquestioned integrity, ethics and values; someone who can be trusted without reservation.

Compensation & Benefits

This is a full-time position based in Oakland, CA. Alluma offers excellent medical, dental, wellness and 403(b) benefits, in addition to others. The salary range for this opportunity is between \$170,000 and \$220,000 and will be commensurate with experience and market rate.

Contact

Koya Leadership Partners, the executive search firm that specializes in mission-driven search, has been exclusively retained for this engagement. Alex Corvin and George Theotokatos are leading this search. To express your interest in this role please email Alluma@koyapartners.com or submit your materials [here](#). All inquiries and discussions will be considered strictly confidential.

.....

Alluma is an equal opportunity employer and strongly encourages applications from people of color, persons with disabilities, women, and LGBTQ+ applicants.

About Koya Partners

Koya Partners, a part of the Diversified Search Group, is a leading executive search and strategic advising firm dedicated to connecting exceptionally talented people with mission-driven clients.

Our founding philosophy—The Right Person in the Right Place Can Change the World—guides our work as we partner with nonprofits & NGOs, institutions of higher education, responsible businesses, and social enterprises in local communities and around the world. For more information about Koya Partners, visit www.koyapartners.com.