THE HEINZ ENDOWMENTS

HOWARD HEINZ ENDOWMENT • VIRA I. HEINZ ENDOWMENT

Job Title: Manager, Foundation Communications

Reports To: Managing Director, Strategic Marketing & Communications

Employment Category: Exempt, Regular, Full Time

The Endowments is bringing a modern marketing approach to foundation communications — and this role sits at the heart of that shift. As the steward of our institutional voice, this person shapes how the foundation and its leaders speak to the public, the press, our board, our peers and the communities we serve.

We are looking for someone who pairs sophistication of voice and content with a style that is relatable and easy to digest — communication that never feels elite or insider, and that earns attention because it is clear, credible and genuinely compelling.

Sitting at the intersection of leadership, reputation and public engagement, this role plays an important part in positioning the Endowments as a trusted voice and convener in Pittsburgh and beyond — and in capturing the interest of national funders who want to partner with us on bold, high-impact bets that drive systems-level change for our communities.

Position Summary

This role reports to the Managing Director, Strategic Marketing & Communications (MDSMC) and leads the communications that speak for the Endowments as an institution. Bringing a marketer's discipline to foundation communications — clear audiences, compelling stories and purposeful channels — this person develops institutional messaging, manages press relations and regional media relationships, supports communication with our Board of Trustees, and helps our President and leadership team share their perspective through thought leadership, correspondence and public remarks. The goal is a foundation voice that is consistent, credible and accessible: substantive enough to engage national philanthropic partners and policymakers, and plain-spoken enough to resonate with neighbors and community partners here at home.

Working closely with the MDSMC, the President, the leadership team and counterparts across the Marketing & Communications team, this person will serve as a trusted writer, advisor and editor — and as the guardian of the Endowments' brand and voice standards. This role sits in the team's Content & Community unit and relies on the Digital & Distribution unit for workflow, measurement and distribution — so that the Endowments' institutional voice and the voice of our work reinforce one another.

Position Scope

This role oversees the Endowments' institutional communications — from website messaging and leadership correspondence to media relations, board communications, thought leadership, partnership communications, event content and brand standards. As the Manager, Foundation Communications, this person translates organizational priorities into a clear, consistent institutional voice, and serves as the department's point of accountability for how the Endowments presents itself to the world.

Key Organizational Relationships

- Reports to the Managing Director, Strategic Marketing & Communications (MDSMC), who sets communications strategy and planning, crisis communications preparedness and communications research; this role leads institutional communications within that strategy.
- Works closely with the President and leadership team as a trusted writer, editor and advisor on the Endowments' institutional voice.
- Partners with program communications in the Content & Community unit. This role leads the voice of the institution; program communications leads the voice of our grantee partners' work, including narrative strategy on priority issues.
- Relies on the Digital & Distribution unit — Marketing Operations for project workflow, the editorial calendar, tools and measurement, and Channel for distribution across owned, earned and paid channels, including social media.
- Partners with program communications and the Program Team in the design and logistics of program convenings, ensuring convenings reflect the Endowments' voice, values and brand standards and create opportunities for external visibility.
- Supports leadership and People & Culture on internal communications when requested — particularly aligning staff communication with public announcements — but is not the primary owner of internal communications content.
- Directs agencies and contractors supporting institutional and partnership communications, and engages journalists, peer funders, civic leaders and other external stakeholders on behalf of the Endowments.

Roles and Responsibilities:

I. Voice of the Institution – Shape and steward how the Endowments speaks as an organization.

a. Manage institutional messaging on heinz.org — including mission, values, leadership, governance, strategy and organizational news — ensuring it is accurate, current and aligned with organizational priorities.

b. Develop communications from the institution and its leaders, including announcements, leadership letters, statements and stakeholder updates, coordinating timing and distribution with the Digital & Distribution unit.

c. Develop and maintain core institutional messaging — key messages, boilerplate, positioning and approved language on priority issues — as a shared resource for staff, leaders and consultants.

II. Media & Press Relations – Serve as the Endowments' primary point of contact with the press.

d. Serve as the Endowments' primary point of contact with the press, planning and executing announcements, drafting news releases and media advisories, and pitching stories that advance the Endowments' priorities.

e. Manage inbound media inquiries — preparing responses, coordinating spokespeople and ensuring timely, accurate and consistent replies.

f. Build and steward relationships with Pittsburgh and Pennsylvania journalists, editors and outlets — as well as national media relevant to the Endowments' work — and monitor coverage of the foundation and its issues.

III. Board & Leadership Communications – Support clear, timely communication with trustees and leaders.

g. Support communication with the Board of Trustees, drafting and editing correspondence, meeting materials, briefings and updates in partnership with the President's office.

h. Draft and edit remarks, presentations, correspondence, talking points and other materials that represent the Endowments' leadership externally.

i. Exercise discretion and sound judgment in handling confidential and sensitive information related to governance, leadership and institutional matters.

IV. Thought Leadership & Influence – Elevate the perspective of the Endowments and its leaders.

j. Within the communications strategy set by the MDSMC, develop and execute thought leadership plans for the institution and its leaders, identifying priority themes, audiences and opportunities.

k. Draft and place op-eds, essays, articles, speeches, blog posts and social content for the President and other leaders, capturing each leader's authentic voice.

l. Identify and secure speaking, panel and publication opportunities that build the Endowments' credibility and influence among peers, policymakers and national funders.

m. Maintain curious awareness of the philanthropic sector, trends affecting the nonprofit community and the role of communications as a lever for change and activation.

V. Partnership & Co-Investment Communications – Help make the case for partnering with the Endowments.

n. Alongside the MDSMC, program leadership and program communications, develop messaging that supports the cultivation of co-funders and philanthropic partners — including case studies, partnership overviews, presentations and briefing materials.

o. Manage the development of investment materials — such as prospectuses, opportunity briefs and impact summaries — working with specialized agencies or contractors and ensuring the final work reflects the Endowments' voice, brand standards and strategic priorities.

p. Coordinate joint announcements and shared communications with co-funders and collaborative partners, aligning messaging, approvals and timing across organizations.

VI. Institutional Events & Convenings – Bring the Endowments' voice to the events we host and the convenings we support.

q. Develop content and materials for institution-hosted events — including remarks, scripts, invitation copy, presentation materials and post-event communications.

r. Partner with program communications and the Program Team in the design and logistics of program convenings to ensure those convenings reflect the Endowments' voice, values and brand standards; result in a positive grantee and partner experience; and create opportunities for external visibility.

VII. Brand Standards & Stewardship – Develop and defend the Endowments' brand.

s. Develop, maintain and evolve the Endowments' brand standards, including voice and tone guidelines, editorial style and approved messaging.

t. Serve as the internal authority on brand standards — reviewing materials, advising staff and consultants, and addressing inconsistent or unauthorized use.

u. Partner with the Manager, Marketing Operations to ensure brand assets, templates and guidelines are accessible to staff and consultants and integrated into departmental workflows.

VIII. Departmental Partnership – Keep institutional communications aligned with the work of the team.

v. Collaborate with the program communications lead to ensure institutional and impact communications are coordinated, mutually reinforcing and free of conflicting messages.

w. Contribute institutional communications priorities to the department's editorial calendar, project workflows and measurement framework, in partnership with the Manager, Marketing Operations.

x. Direct assigned consultants and contractors supporting institutional communications — including writers, media relations and design partners — and hold them accountable to agreed-upon deliverables and quality standards.

IX. Other Duties as Assigned – May include, but are not limited to, support of:

y. Institutional publications — contributing to annual reports, impact reports and other organizational publications.

z. Peer and sector engagement — supporting the Endowments' participation in philanthropic networks, coalitions and sector communications.

aa. Internal communications — supporting leadership and People & Culture on staff communications when requested, particularly aligning staff messaging with external announcements.

Technical Competencies & Systems

- Proficient in Microsoft 365 (Word, PowerPoint, SharePoint, Teams), including AI-enabled tools such as Microsoft Copilot and Claude, to accelerate research, drafting and editing.
- Experience with media relations and monitoring platforms (e.g., Cision, Muck Rack, Meltwater) for media lists, outreach and coverage tracking.
- Familiarity with a web content management system (e.g., WordPress) and email marketing platforms and CRM systems (e.g., Salesforce, HubSpot, Mailchimp) for institutional email communications.
- Working knowledge of social media platforms — particularly LinkedIn — as channels for institutional and executive thought leadership.
- Working knowledge of Canva and general familiarity with design tools (e.g., Adobe Creative Suite) sufficient to review and support brand-consistent materials.
- Command of AP style or a comparable editorial standard, and experience developing and enforcing an organizational style guide.
- Familiarity with web, social, email and media analytics sufficient to assess the reach and influence of institutional communications.

- Awareness of best practices for delivering digital content in accordance with accessibility guidelines.

Ideal Qualifications/Skills

- Passion for and commitment to the Endowments' mission and vision and to the health of the nonprofit sector.
- 7-plus years of experience in communications, public relations, journalism or executive and corporate communications, ideally within a mission-driven, philanthropic, civic or nonprofit setting.
- Bachelor's degree in communications, journalism, public relations or a related field, or an equivalent combination of education and experience.
- Exceptional writing and editing skills, with the ability to write in multiple voices — including ghostwriting for senior leaders — across formats from press releases and op-eds to speeches to email and website copy.
- Proven track record managing proactive and responsive media relations at the regional and national level.
- A deep appreciation of the region's media, civic and philanthropic landscape.
- Experience developing thought leadership that builds an organization's and its leaders' credibility and influence with peers, policymakers and the public.
- Previous experience with multimedia storytelling, including video, podcast and data visualization.
- Experience applying marketing and audience-centered strategies to institutional communications, translating complex ideas into content that is sophisticated yet accessible — and never elitist.
- Experience developing materials for funder, donor or investor audiences, and managing agencies or contractors to produce them, a plus.
- Experience supporting communications with boards of directors and executive leadership, with demonstrated discretion in handling confidential and sensitive matters.
- Experience developing and stewarding brand standards, with the confidence to hold colleagues and partners to them.
- Experience designing high-profile events or public programs that engage senior leaders, funders and community audiences, a plus.
- Sound judgment and composure under pressure, including experience with issues management and time-sensitive communications.
- A track record of building strong partnerships and credibility with senior leaders across an organization. People-management experience a plus.
- An unpretentious and engaging communication style, with the ability to lead through influence across a small, close-knit team.

Compensation & Benefits

This position offers a competitive salary range of $123,000 - $137,000 and includes robust insurance benefits, a generous retirement plan contribution and match, paid time off, and other benefits.

This is a full-time, exempt position with a hybrid schedule per Endowments policy. The role includes periodic evening, offsite, or travel commitments tied to events, media, and leadership engagements, and the ability to respond to time-sensitive media inquiries outside regular hours.