JOB ANNOUNCEMENT
COMMUNICATIONS DIRECTOR

“Teaching is not done by talking alone. It is done by how you live your life. My life is my teaching. My life is my message.” — Thich Nhat Hanh, At Home in the World

Do you want to work in an organization that transforms lives and makes a difference in the world? Do you want to use your practice of mindfulness to create a more compassionate, peaceful, and mindful society? This is a call to serve, a chance to bring meaning into the world.

ORGANIZATIONAL BACKGROUND AND CULTURE

The Thich Nhat Hanh Foundation is the fundraising arm and a communications hub of the Plum Village Community of Engaged Buddhism (PVCEB), Zen Master Thich Nhat Hanh’s nonprofit organization in the United States. The Foundation was established in 2011 to raise funds for the continuation of Thich Nhat Hanh’s teachings and practices. We are also involved in communications and outreach for the International Plum Village Community, a worldwide network of 11 mindfulness practice centers and various mindfulness initiatives in Thich Nhat Hanh’s Plum Village tradition. We are fortunate to be guided by monks and nuns on our volunteer working board, along with long-time, lay mindfulness practitioners and students of Thich Nhat Hanh, making for a supportive, collaborative, and mindful culture. We see siblinghood as our most important asset and love and healing as our most valued profit. For more information, please visit tnhf.org.

POSITION SUMMARY

The Thich Nhat Hanh Foundation is seeking an experienced, compassionate, and mindful professional to assume the evolving role of Communications Director. The position is responsible for planning, developing, and implementing the marketing strategies, communications, and public relations activities for the International Plum Village Community, both externally and internally. They will guide the efforts of the communications staff and serve as the connective tissue for a global, cross-functional communications team. They will oversee and participate in the organization’s digital content creation, global
editorial calendar, media relations, and social media presence. The successful candidate must be able to communicate mindfully and effectively with a diverse range of audiences.

The ideal candidate is knowledgeable, experienced, and committed to Thich Nhat Hanh’s Plum Village tradition, Buddhism, or mindfulness. As the Communications Director, they will need to be able to communicate with audiences in a way that is authentic and consistent with Thich Nhat Hanh’s teachings and trainings. Grounded in a diligent mindfulness practice, they will have a passion for continuing the legacy of Thich Nhat Hanh and the International Plum Village Community from a place of openness and compassion.

The position reports to the Executive Director of the Thich Nhat Hanh Foundation and has a working relationship with the Media Director representing the monastic community (Sister True Dedication).

RESPONSIBILITIES

Strategy, Vision, and Leadership

- Responsible for creating, implementing, and evaluating the effectiveness of an integrated, organization-wide marketing, communications, and public relations program that will broaden awareness of the Plum Village tradition and promote the International Plum Village Community’s breadth and depth of programs, events, publications, and resources
- Coordinate and support a global, cross-functional communications team to assist the development and execution of a communications and marketing strategy that includes social media, print and digital content, and email communications
- Work with the monastic community, board, and staff to recognize internal and external communications opportunities and solutions, and define and implement appropriate strategies to support them
- Develop, implement, and monitor systems and processes to aid in the harmonious and coordinated operation of the communications and public relations function
- Assist the International Plum Village Community in ensuring our communications are culturally competent, represents the voices of our many-fold practitioners, and reaches diverse audiences
Effectively enable volunteers and staff so they can take action on behalf of the organization by respecting and using the skills, expertise, experience, and insights of others

Content Management

- Lead the strategy and generation of engaging digital content for the International Plum Village Community’s websites, social media accounts, newsletters, and email channels
- Conceive, develop, and curate a library of copy that articulates the International Plum Village Community’s tradition and contribution
- Oversee the development, design, distribution, and maintenance of high-quality print and electronic collateral including, but not limited to annual report, brochures, presentations, and reports
- Understand, assess, leverage, and present key engagement metrics across platforms (web, email, social media) to optimize content, messaging and distributions
- Manage the organization’s network-wide digital asset library

Public Relations

- Guide the strategy on press outreach, including messaging in press releases, creation of press kits and materials, interview preparation, talking points and responses to media requests
- Actively cultivate and manage press relationships to ensure coverage of public announcements, events, and programs of importance to the International Plum Village Community

SKILLS AND QUALIFICATIONS

- A dedicated practitioner in the Thich Nhat Hanh Plum Village tradition, including being either a member of the Order of Interbeing, or a recipient of the Five Mindfulness Trainings
At least seven years of professional experience, including leading the communications, marketing, social media and public relations activities of a large organization, preferably nonprofit and global in size, and with supervisory experience

Bachelor’s degree required, advanced degree preferred in the areas of communications and marketing-related field (e.g. marketing, journalism, public affairs and/or communications)

Strong verbal and written communication skills (framing, grammar/spelling, editing, proofreading)

Strong strategic and project management skills, with the experience of managing multiple projects at a time

Strong attention to detail and an eye for design

Experience overseeing the design and production of online and print collateral and publications

Proven results in implementing social media strategies and using analytics technologies to engage a diverse audience

Demonstrated successful experience writing press releases, making presentations, and speaking with media

Ability to work well independently as well as to function effectively as a member of a diverse international team

Familiarity with email marketing systems, content management systems, and the ability to learn new programs quickly

Flexibility in working with a shared leadership structure and in cross-functional teams

Welcomes other points of view and ideas, recognizing and embracing different and contrary perspectives with kindness, curiosity, and encouragement

A desire to bring more mindfulness, kindness, and peace into the world

LOCATION AND WORKING CONDITIONS

This position is remote but with an opportunity to work out of the Foundation’s office at Deer Park Monastery in Escondido, California

We prefer, but don’t require, residence near one of the three U.S. monasteries (Escondido, California; Pine Bush, New York; or Batesville, Mississippi)
• Flexibility in availability to work with communication colleagues in the European and Asian time zones
• Able to occasionally work evenings or weekends at mindfulness retreats
• Ability to occasionally travel out-of-town and overnight to our various mindfulness practice centers and mindfulness events

COMPENSATION AND BENEFITS

Thich Nhat Hanh Foundation offers a competitive salary and benefits package, including full health and dental insurance, paid vacation, health leave, and paid holidays. The Communications Director is a full-time, exempt position. The salary is commensurate with skills and experience.

We are an equal opportunity employer and actively work to ensure fair and equal treatment of our employees and constituents regardless of differences based on culture, socioeconomic status, race, marital or family situation, gender, age, ethnicity, religious beliefs, physical ability, or sexual orientation.

APPLICATION PROCESS

Confidence can sometimes hold us back from applying for a job even though there’s no such thing as a “perfect” candidate. The Thich Nhat Hanh Foundation is looking for exceptional and caring people who want to practice right livelihood, make a positive difference through their work, and help create an organization where everyone can thrive. So we encourage you to practice Thich Nhat Hanh’s teaching of “be beautiful, be yourself” and apply if this role would make you excited to come to work every day.

Please send the following materials electronically to work@tnhf.org by September 19, 2021.
• Cover letter explaining your interest in this position, our organization, and how your experiences and skills, both spiritually and professionally, match this position
• Resume and two writing samples
• Contact and relationship information for three references