



DIRECTOR OF COMMUNICATIONS

Independent Contractor | 100% Remote

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Work Location: 100% Remote

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Position Type: Independent Contractor (1099)

Reports To: Founder & Chief Executive Officer

Version: 1.0 | 2026

About the Foundation

The Niculia “Nikki” Williams Education & Equity Foundation was established to honor and continue the life, service, values, and community legacy of Niculia “Nikki” Williams.

Mrs. Williams believed deeply in the potential of children, the importance of education, the strength of families, and the responsibility to create opportunities for others. Throughout her life, she demonstrated those values through her service to young people, families, faith communities, and community-based organizations.

The Foundation transforms that legacy into action by investing in people, organizations, and initiatives that expand opportunity, develop leaders, strengthen communities, and help children and families thrive. Our work includes scholarships and fellowships, youth leadership and development, girls’ and women’s programs, health and wellness, nonprofit leadership development, workforce development, community partnerships, special project grants, and other initiatives consistent with Mrs. Williams’ legacy of service.

Our Purpose

The Foundation exists to educate, empower, and create opportunities for the next generation while investing in the people and organizations working to strengthen communities.

We seek to combine philanthropy with direct programming, leadership development, partnerships, and community investment. As the Foundation grows, we intend to remain entrepreneurial, collaborative, community-centered, and responsive to emerging needs and opportunities.

Position Overview

The Director of Communications leads the Foundation’s external and internal communications, ensuring that its mission, programs, accomplishments, and the legacy of Niculia “Nikki” Williams are presented consistently and compellingly across digital, print, and traditional media.

The Director oversees social media, newsletters, the website, media relations, press materials, annual reporting, and photographic documentation of signature events. The role develops an integrated communications calendar and helps expand public awareness, engagement, and philanthropic support.

As an authorized additional spokesperson for the Foundation, the Director may represent the organization in media interviews and public communications, consistent with approved messaging and direction from the Founder & Chief Executive Officer.

Primary Responsibilities

- Develop and implement an annual communications strategy, editorial calendar, brand standards, and messaging priorities aligned with the Foundation’s mission and programs.

- Manage the Foundation’s social media presence, including content planning, writing, publishing, community engagement, and performance reporting.
- Coordinate traditional media outreach; build relationships with reporters, editors, broadcasters, and relevant community and sector publications.
- Draft and distribute press releases, media advisories, statements, talking points, and announcements; coordinate press conferences and media briefings as appropriate.
- Serve as a designated Foundation spokesperson when authorized; prepare leadership and program representatives for interviews and public appearances.
- Produce and distribute Foundation newsletters, donor and community updates, program stories, and other recurring communications.
- Lead editorial development and production of the Foundation’s annual report, working with leadership, program directors, and Finance to verify narrative, program, and financial information.
- Manage website content, updates, accuracy, accessibility, and coordination with technical vendors; maintain consistent branding and clear pathways for engagement and giving.
- Coordinate photo and video documentation of signature events, program activities, and milestones, including photographer/vendor arrangements, asset organization, captions, and appropriate permissions.
- Collaborate with Development and Special Events on campaign communications, sponsorship recognition, invitations, event publicity, and post-event storytelling.
- Maintain media and image archives, monitor coverage and communications analytics, and provide periodic reports on reach, engagement, and results.

Program Development & Innovation

The Foundation is intentionally building its programs and organizational capacity over time. The Director should bring creativity, sound editorial judgment, strong relationships, and an entrepreneurial approach to communications.

The Director will recommend practical communications systems, media opportunities, storytelling projects, and digital improvements that can begin at modest scale and expand as the Foundation grows.

Qualifications & Experience

The Foundation welcomes candidates with professional, nonprofit, media, public-relations, marketing, community, or related experience relevant to this portfolio. Competitive candidates will generally demonstrate:

- Experience in communications, public relations, journalism, media relations, digital marketing, or nonprofit storytelling.
- Strong writing, editing, interviewing, and message-development skills across social, web, print, and traditional media.
- Experience producing newsletters, press releases, annual reports, and multimedia content; comfort coordinating photographers and creative vendors.
- Ability to manage websites and content-management tools, social media platforms, email marketing systems, and analytics.
- Sound judgment in public representation, crisis-sensitive communications, confidentiality, and obtaining consent for youth and family images and stories.
- Ability to work independently, meet deadlines, coordinate across a distributed team, and advance the Foundation’s mission.

A particular academic degree is not necessarily required. The Foundation values demonstrated communications results, community knowledge, professional judgment, creativity, and the ability to produce accurate, accessible, and engaging content.

Technology & Remote Work

This is a 100% remote contractor position. All routine responsibilities may be performed remotely using the Foundation’s approved communications and collaboration platforms, including website and social media tools, email marketing systems, Google Workspace, Zoom, and related applications. Reliable internet and telephone access are expected.

Travel & In-Person Participation

No routine in-person attendance or travel is required. The Director will arrange local photographers, videographers, or other vendors to document signature events and may provide remote event communications support. Any optional travel or in-person assignment must be separately agreed upon.

Collaboration

The Director works closely with the Founder & Chief Executive Officer, Chief Operating Officer, Director of Development, program directors, event leadership, Board representatives, contractors, and community partners. Public statements and spokesperson assignments must follow the Foundation's approval and authorization procedures.

Independent Contractor Relationship

This is an independent contractor (1099) position, not salaried employment. The scope of services, compensation, deliverables, timelines, intellectual-property rights, confidentiality, and approval procedures will be established in a written professional services agreement. The contractor retains appropriate professional independence consistent with that agreement.

An Evolving Role

The Foundation is a growing organization. This description outlines the general purpose and expectations of the role rather than an exhaustive list of duties. Communications priorities and assignments may evolve as programs, partnerships, resources, and public visibility expand.

We seek individuals who are excited not only about delivering communications, but about helping build an institution and carrying forward a legacy of service for future generations.