



Senior Communications Manager

[Heartland Fund](#) is seeking an experienced communications professional to advance organizational communications for its growing programs, including Resource Rural, the Rural Climate Partnership, and Rural Democracy. This position requires an excellent writer, strategic communicator, and skilled project manager who can work independently and is committed to using the power of storytelling to advance equitable economic development, climate and energy solutions, and civic power in rural America. The Senior Communications Manager will help set the creative direction for and manage a dynamic communications effort across multiple programs and communications avenues.

The Senior Communications Manager will develop and distribute content for Heartland Fund's funders and partners, establish and manage a strategic communications calendar, and ensure an active and compelling social media and website presence. We are looking for a collaborative problem-solver who can work with others to organize, develop, and distribute a wide range of content across multiple platforms.

This is a unique position in a values-driven work environment to help shift the narrative about the promise of rural communities. This position includes opportunities for leadership and rewarding collaboration. The successful candidate will share a commitment to rural people and places, have a proven track record of developing and managing multifaceted communications efforts (including on digital platforms) and be a practical and nimble communicator.

This is a remote full-time position with a salary range of \$80,000 to \$95,000 and includes a generous benefits package.

APPLY ONLINE >>>

Applications will be reviewed and considered on a rolling basis, with initial phone screens anticipated to start in February 2026.
The desired start date is April 2026.

About Heartland

As a funder collaborative, the [Heartland Fund](#) scales investment, supports local leaders, and builds long-term partnerships with rural and Native organizations to create thriving places where rural working people can determine our own futures, strengthening the entire nation. We prioritize racial justice in all aspects of our work. Heartland's grantmaking and programmatic investments support rural people working to transform their lives and communities toward shared prosperity, a healthy climate, and stronger democracy. We invest in building local capacity for issue advocacy, community organizing, economic development and local jobs, climate solutions, civic engagement, and sustainable urban-rural coalitions. In addition to grantmaking, Heartland also supports rural leaders and organizations through convening, research, and communications and storytelling.

Heartland Fund has three programs:

- Rural Democracy expands nonpartisan civic participation where rural action can define policy and democratic outcomes.
- [Resource Rural](#) mobilizes resources enabling rural communities to unlock public and private investment to create positive economic change in their communities.
- [Rural Climate Partnership](#) supports hometowns across America to accelerate climate solutions and build healthy local economies.

Both Resource Rural and Rural Climate Partnership help rural communities access public funding — through place-based technical assistance, local organizing, and a large-scale communications and narrative effort — to make a tangible difference in rural people's lives and advance climate mitigation and resilience.

Primary Duties and Responsibilities

The Senior Communications Manager will independently own and manage organizational and programmatic communications that strategically engage our key audiences. They will report to the Communications and Policy Director. They will work closely with program officers and program directors to produce communications that advance the programs' work and the Heartland mission. They will also collaborate with the full 7-person communications team to establish organizational systems, learn together, and improve the quality and effectiveness of our work.

Responsibilities and Tasks Include:

Content Development

- Write, design, and produce high-quality written, visual, web, and email newsletter content.



- Maintain (either directly or through a vendor) Heartland Fund websites by updating content and identifying ways to improve user experience.
- Organize, establish, and curate visual assets, such as photographs, logos, and brand kits.
- Uphold brand and style guidelines and ensure consistency across websites, social media accounts, and communication materials.
- Work collaboratively with staff and partners to create materials (e.g. talking points, slide decks, copy) for a range of audiences.

Project Management

- Help drive planning and creative direction for communication strategies that advance organizational goals as well as the program goals of Resource Rural, Rural Climate Partnership, and Rural Democracy.
- Establish and maintain project plans and content calendar.
- Provide logistic and technical support for communication activities.

Content Distribution and Amplification

- Collaborate with partners, vendors, and internal teams to develop and execute distribution and amplification plans for communications assets and track impact and effectiveness, refining communications strategies as needed.
- Manage social media platforms to increase content and story visibility, engagement, and follower growth by scheduling and creating posts, responding to comments and messages in a timely manner.
- Track the impact and effectiveness of Heartland Fund content on an ongoing basis, maintain comprehensive performance records, analyze social media metrics, and recommend adjustments to strategies for optimal results.

Ideal Candidate Profile

The ideal candidate will combine strong communications experience with a passion for rural communities, environmental and economic justice, and a thriving democracy. They will bring exceptional writing and content production skills, as well as the ability to customize content based on audience and strategy. They will have digital and design proficiency to produce high-quality content, such as blog posts, email newsletters, slide decks, and other visual formats.

Heartland Fund's growing team takes pride in building an organizational culture rooted in learning, collaboration, racial justice, and a deep commitment to our mission. All staff are expected to provide leadership and vision to advance our mission, vision, and core strategies.



Qualifications

We realize that great candidates may not have everything on this list. If you believe you would be a great fit for this role, we encourage you to apply.

Essential Skills and Characteristics

- 6 years of experience in communications, campaigning, public relations, journalism, or a similar role, with experience managing external communication projects for an organization.
- Excellent writing, interpersonal, and partner management skills.
- Able to bring creative ideas to content creation and distribution that advance communications goals. Understands and applies the power of storytelling.
- Experience with digital technologies for communications, including content management systems, social media platforms, and content creation tools for websites and other communications.
- Proven ability to develop, implement, and adapt plans to meet ambitious goals. Able to independently drive multiple simultaneous projects and manage a high volume of quality work.
- Strong commitment to racial justice and fluency with equity practices.
- Experience working effectively as part of a team and with colleagues and partners of diverse backgrounds and perspectives.
- Values learning and continuous growth.
- Appreciation of the diverse cultural traditions of rural people and places.

Preferred Skills & Knowledge

- Acumen for graphic design and familiarity with software like Canva or Adobe Creative Suite.
- Familiarity with WordPress to manage website content and email distribution systems for email newsletters.
- Understanding of the media landscape and exposure to media relations operations.
- Working knowledge of a range of collaboration and technology platforms, including CRMs, Monday, Slack, and Google Apps.
- Experience living and/or working in rural America is strongly preferred.

Compensation & Job Design

This is a regular, full-time, exempt position with occasional travel. The organization is virtual, and the individual in this position may work remotely from their home within the United States. Expected compensation will be based on skills and relevant experience, with a salary range of \$80,000 to \$95,000.

Comprehensive benefits package includes 100% employer-paid health, dental, and vision insurance for employees (and their families). Employees are able to enroll in a 401k retirement



plan and are eligible for a 3% automatic contribution and up to a 3% employer match on 401k contributions. Employees are also eligible for pre-tax transportation benefits. Employees will receive 120 hours of vacation time, 80 hours of health leave, up to 2 days of casual leave, and 20 hours of volunteer leave annually. Employees will also receive 13 paid holidays throughout the calendar year. Employees are eligible for 12 weeks of paid family and medical leave after 90 days of employment. All employees of Windward are required to complete timesheets.

Heartland Fund is fiscally sponsored by the Windward Fund, a 501(c)(3) public charity that incubates new and innovative public-interest projects and grantmaking programs. Windward is committed to attracting, developing and retaining exceptional people, and to creating a work environment that is dynamic, rewarding and enables each of us to realize our potential.

Windward's work environment is safe and open to all employees and partners, respecting the full spectrum of race, color, religious creed, sex, gender identity, sexual orientation, national origin, political affiliation, ancestry, age, disability, genetic information, veteran status, and all other classifications protected by law in the locality and/or state in which you are working.

The individual holding this position may also work part-time for a coordinated project, Rural Victory Fund, in Sixteen Thirty Fund, a 501(c)(4) organization, under a resource sharing agreement between Windward Fund and Sixteen Thirty Fund. The responsibilities under that position will be overseen by Sixteen Thirty Fund.

Windward participates in [E-Verify](#) and will provide the federal government with employees' Form I-9 information to confirm authorization to work in the United States. Job candidates and employees authorized to work may not be discriminated against on the basis of national origin or citizenship status.

How to Apply

Apply by submitting a cover letter and résumé to

<https://cloversearchworks.hire.trakstar.com/jobs/fk0zj73>

In your cover letter, we are interested in learning why you are interested in this specific role at this time in your career, about your connection to rural people and places, and the unique skills and talents you bring to this position. For this communications role, candidates who demonstrate persuasive communications skills will stand out in the process.

Applications will be reviewed and considered on a rolling basis with interviews anticipated to start in March 2026. Desired start date by April 2026. Applicants may be asked to provide writing samples and references, as well as complete a short skills assessment assignment.



The Heartland Fund is partnering with [Clover Search Works](#) on this search. Questions regarding this opportunity are welcomed and can be directed to jose@cloversearchworks.com.

