

# GoodCitizen

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Waverley Street Foundation  
Senior Manager, Communications & Engagement  
Location: San Francisco, CA

## About Waverley Street Foundation

Waverley Street Foundation (Waverley) is turning imagination into reality by investing in community-led programs that help grow better food, preserve farmland, deliver cleaner and more affordable energy, build smarter and more successful businesses, and cultivate a healing planet.

Waverley's work drives lasting change through strategic funding of renewable energy and regenerative agriculture programs — targeted community investments that boost economic growth and improve health outcomes.

Unlike most philanthropies, Waverley is spending down its assets—approximately \$3 billion—over the next decade. This bold decision allows the Foundation to support both pragmatic solutions and daring bets that can alter the trajectory of the climate crisis and unlock a better future for humanity.

Waverley conducts its work in deep collaboration with field experts and advisors. The Foundation's strategies are informed by the lived experiences and innovative ideas of those most directly impacted by the challenges it seeks to address. Waverley convenes experts across disciplines who are close to communities— their experiences, and their solutions.

## The Opportunity

Waverley Street Foundation is seeking a Senior Manager, Communications & Engagement to play a hands-on role in amplifying the organization's voice and impact across media, digital platforms, events, and internal audiences.

Reporting to the Chief Communications and Marketing Officer, the Senior Manager will focus on content creation, media relations, community engagement, executive communications, and supporting the execution of narrative strategies developed by the Director, Strategic Communications. The successful candidate will collaborate closely with other members of the Communications team and program staff, as well as outside agencies and contractors, to bring Waverley's mission to life through storytelling, relationship-building, and dynamic digital content.

This position is ideal for a high-performing communicator who is passionate about community-rooted climate action and thrives in a fast-paced, collaborative environment.

## Key Responsibilities

### External Communications Execution

- Develop proactive integrated communications plans in support of organizational goals and priorities: manage PR logistics, coordinate with media outlets, monitor coverage, and respond to inquiries.

- Execute the positioning strategy for key executives including drafting and editing remarks, social posts, op-eds, blog posts, talking points, and newsletters.
- Anticipate and mitigate crisis communications issues through proactive and reactive planning.
- Lead development of visual and written assets, including press materials, presentations, social toolkits, and media responses.

#### Social Media & Digital Content

- Manage Waverley's day-to-day social media and website presence (LinkedIn, Instagram), including scheduling, community management, and analytics.
- Create accessible, brand-aligned content highlighting grantees, milestones, events, and field insights.
- Collaborate with design and communications partners to produce infographics, short-form video, and other digital storytelling content.

#### Community Engagement & Event Support

- Represent Waverley at virtual and in-person events, capturing and amplifying stories of community impact.
- Lead communications planning for Waverley-hosted convenings and partner events, including promotion, signage, and run-of-show materials.
- Coordinate Waverley's presence at key climate and philanthropy gatherings in collaboration with key stakeholders.

#### Internal Communications & Change Management

- Collaborate with HR and leadership on staff-wide updates, change management communications, and internal newsletters.
- Support the development of an inclusive and engaged internal culture through storytelling and recognition practices.

#### Sponsorship & Campaign Support

- Develop and execute a sponsorship and paid content strategy.
- Manage communication planning and deliverables for Waverley-sponsored events and campaigns.
- Maintain clear and consistent project documentation and calendars.

### **Ideal Candidate**

The ideal candidate is a seasoned communications professional who combines strategic acumen with a hands-on approach to execution. They have a deep passion for advancing equitable and transformative solutions to the climate crisis and are adept at translating complex ideas into clear, compelling messages for diverse channels and audiences.

This person thrives in fast-paced, multi-stakeholder environments and brings strong project management skills to every effort. They excel at building relationships across sectors and cultivating networks that elevate the work of Waverley and its partners. Humble and

collaborative, they are equally comfortable behind the scenes shaping narratives and stepping into the spotlight when needed to represent the organization.

The Senior Manager is intellectually curious, adaptable, and solutions-oriented. They are adept at breaking down barriers to getting things done, while consistently operating with integrity. They bring a low-drama, high-energy presence to the team, maintaining a sense of humor and optimism even when navigating complexity.

### **Qualifications**

- 7+ years of communications, media relations, or digital content experience, preferably within a foundation, nonprofit, or advocacy organization.
- Demonstrated excellence in writing for diverse formats and audiences.
- Proven success in media relations, with strong placement and relationship-building experience.
- Multi-channel digital strategy expertise, including content calendars, analytics, and engagement.
- Strong project management skills and attention to detail, with a collaborative and low-ego approach.
- A passion for climate solutions and community leadership in driving systems change.

### **Attributes for Success**

- Passionate about advancing equitable and transformative solutions to the climate crisis.
- Able to synthesize information and distill complex ideas into clear, concise, and actionable forms.
- Proven track record within complex, multi-stakeholder projects/organizations.
- Skilled at building strong relationships and cultivating diverse networks.
- Humble and open to differing views and perspectives.
- Intellectually curious and stays current on news in their field.
- Able to break down barriers to getting things done, while always operating with unassailable integrity.
- Willing to pitch in when needed.
- Low drama, good humor and joie de vivre.

### **Compensation**

**Salary:** This position offers a salary range of \$175,000 - \$200,000. The exact offer will be determined by the candidate's skills, qualifications, and experience relative to the requirements of the role.

**Benefits:** In addition to salary, this position includes a comprehensive benefits package that includes health, dental, and vision insurance, 401(k) plan with employer match, paid time off, and other perks.

**Location:** This is a hybrid role based in San Francisco, with a firm expectation of working in-office three days per week.

### **To Be Considered**

Please submit your resume and a cover letter using the [Become a Candidate Button](#). In your cover letter, specifically addresses these three questions:

1. Why Waverley Street Foundation?
2. What social handles do you currently manage content for?
3. What about your previous experience makes you the right candidate for this role?

**Applications without a cover letter addressing these questions will not be considered complete.**

Applicants applying by September 5, 2025 will be given priority consideration, with the position open until filled.

GoodCitizen has been exclusively retained by Waverley Street Foundation to lead this search. For questions, please contact:

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