



Role Description
Director of External Affairs
Portland, Oregon

WHAT'S IN A NAME?



L'ARCHE: NOUN, FRENCH

1. A COMMUNITY FOR PEOPLE WITH & WITHOUT DISABILITIES
2. THE ARK.

L'ARCHE IS FRENCH

French is the language of love.
L'Arche was founded in France
by Jean Vanier 50+ years ago.



IT RHYMES WITH "MARSH"

Just a coincidence, don't
think about it too much.
Like this: /lärSH/

IT MEANS "THE ARK"

Now the boat logo makes
sense!



A PLACE OF REFUGE

Like an ark, L'Arche is a place of
refuge for those who recognize
their vulnerability
(and really, that's all of us at
some point, right?)



At the heart of L'Arche are people of all abilities, who build relationships of mutual respect and friendship in which the value of each person is celebrated, and difference is welcomed. To learn more about L'Arche and its people, watch one of [these videos](#).

Headquartered in Portland, Oregon, L'Arche USA (www.larcheusa.org) is the umbrella organization for 17 L'Arche communities across the United States, and is itself a member of L'Arche International. L'Arche USA has a \$2.6 million budget and a team of 15 people who: support and liaise with the communities in the U.S., further the development of our 1000+ members of all abilities, and engage with the general public.

In 2019, L'Arche USA plans to embark on an ambitious public engagement and marketing journey that is to increase L'Arche's visibility and impact in the United States. L'Arche USA's future Director of External Affairs is a creative powerhouse who can build and leverage strategies and tactics to maximize follower engagement, philanthropic income, talent acquisition and digital encounters across difference.

Role Summary: The Director of External Affairs will be driven by the challenge to position a niche organization's brand in a competitive communications environment. They will be motivated to build an inclusive society by amplifying the voices of people with intellectual disabilities. Establishing L'Arche USA's public engagement program on this premise will be the daily bread and butter of this role.

This is a senior management position for an experienced leader. Managing a team of two people (Manager of Digital Communications and Recruitment Coordinator) and working closely with the Director of Development and the

Executive Director, the Director of External Affairs will make strategic decisions that will forge new relationships to build L'Arche's visibility, increase its programmatic impact, yield talent acquisition, and financial resources.

Responsibilities: Reporting to the Executive Director / National Leader, the ideal candidate has the necessary motivation, skills and experience to

- **Strategy:** design and implement a creative, comprehensive and targeted strategy, report on metrics, evaluate and adjust accordingly
- **Engagement:** develop messages and operationalize campaigns that invite key audiences into participatory storytelling, engendering personal growth, and fostering further engagement with L'Arche's mission
- **Marketing:** increase L'Arche's brand recognition and brand awareness to generate fundraising income and foster recruitment
- **Vision:** stay ahead of current digital media trends, new technology, audience desires and the evolution of society's discourse on faith and disability to envision and further develop L'Arche's voice

- *Partnerships*: foster L'Arche's thought leadership in the field of disability and faith through coalitions, networks, speaking engagements and opportunities for dialogue and exchange with civic, religious, educational and public organizations and institutions
- *Collaboration*: partner with L'Arche USA's affiliate communities and with L'Arche International on joint projects to build capacity for external affairs
- *Leader*: contribute perspective and know-how to L'Arche USA's leadership team while managing and coaching a team of two people
- *Editor*: serve as executive editor for the organization and staff the Communications and Public Policy Committees

Candidate profile: The Director of External Affairs believes that the encounter – in person and virtually – across differences can reduce prejudices and barriers. The ideal candidate is a creative human being with excellent writing/editing and verbal communication skills who can distill the power of a story. Equally important, they know how to leverage marketing, branding, engagement and public policy tools to foster citizen engagement, civic dialogue and social equity. Relationships are at the heart of L'Arche's mission: prior experience in team supervision, coaching and mentoring is a must.

Does this sound like you? Maybe your experience has taught you that the success of marketing and communications relies on high quality content that connects individual experiences and perspectives. As a strategic thinker, you have successfully built and established a brand and you believe in the value of baselines and market research to maximize both organic and paid content.

Alternatively, you might have designed engagement campaigns that blend live installations, social media dissemination and community outreach. You understand the mechanics of interactive storytelling. Creating content streams between various constituents and levels of an organization is no news to you. Your personal sense of mission seeks audience engagement over communication. You have led or been part of a disability and/or faith-related public policy project or civic initiative that has yielded measurable results.

We don't expect you to become the be-all and end-all. While you offer high energy, maturity, and leadership, you invite external knowledge and experience into the work when necessary. You have a sincere commitment to work collaboratively with all constituent groups. Convinced that a coalition of friends has always greater leverage, you are eager to build partnerships within the disability and faith circles. Whether you come to L'Arche USA with marketing skills or with disability and/or faith-related content and messaging insights, you are apt at identifying public policy issues relevant to the organization. In brief, you are passionate about L'Arche's mission and eager to contribute to its growth!

This position is based in Portland, Oregon and requires national travel.

Send your full application (cover letter, resume, relevant work samples and compensation requirement) before March 22 to Tina Bovermann, L'Arche USA Executive Director, at tina@larcheusa.org.

L'Arche USA acknowledges and honours the fundamental value and dignity of all individuals. We pledge ourselves to creating and maintaining an environment that respects diverse traditions, identities, and experiences.

L'Arche is an equal opportunity employer and does not discriminate against a job applicant or an employee because of the person's race, color, religion, sex (including pregnancy, gender identity, and sexual orientation), national origin, age (40 or older), disability or genetic information. L'Arche does not discriminate against a person because the person complained about discrimination, filed a charge of discrimination, or participated in an employment discrimination investigation or lawsuit.