



VICE PRESIDENT OF COMMUNICATIONS & EXTERNAL RELATIONS

REACH

Ideas + Action for a Thriving Central Coast

ABOUT REACH

REACH is a fast-moving, mission-driven organization working to create more opportunity for more people on California's Central Coast. Our focus is simple: more good jobs, more housing people can afford, and stronger pathways for people to thrive.

OUR CULTURE

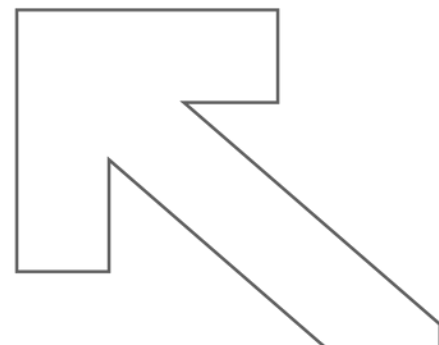
We have a dynamic, values-driven and growing team that moves fast, adapts boldly, and supports one another relentlessly. We believe in big ideas and deep collaboration—and we're building the infrastructure, networks and systems to match.

OUR WORK

We bring together government, business, education, and community partners to take on big challenges—like growing the commercial space industry, accelerating renewable energy, building workforce pipelines, and unlocking housing solutions.

OUR MOMENT

We're growing fast and so is our impact. This role plays a key part in REACH's next chapter—helping shape how we show up, tell our story, and bring people along in creating a more vibrant, inclusive regional economy.



OVERVIEW

Are you a big-picture strategist who can also sweat the details? Do you believe storytelling can drive change—and know how to align teams and tools to make it happen? Do you bring deep curiosity, initiative, and a collaborative spirit—someone who sees opportunities, not just assignments?

REACH is looking for a **Vice President of Communications & External Relations** to lead with purpose, creativity, and clarity as we shape the future of the Central Coast and California economy.

This senior leadership role is responsible for elevating REACH's public voice, aligning communications and engagement strategy, and ensuring we consistently show up with clarity, cohesion, and purpose.

You'll oversee a communications and investor relations team and collaborate across programs, operations, and executive leadership. You'll unify REACH's brand, message, and experience across all external touchpoints—spanning media, events, stakeholders, and storytelling.

This role is not just about communications—it's about shaping how people experience our vision, values, and momentum.



KEY RESPONSIBILITIES

STRATEGY, MESSAGING & BRAND

- Lead integrated communications across all platforms to amplify REACH's visibility, credibility, and regional impact.
- Align messaging across teams—from pitch decks to press releases to stakeholder briefings—with a consistent and compelling brand narrative.
- Partner with CEO and senior leaders to translate organizational goals into clear, engaging, and high-impact messaging.
- Support long-range brand positioning, public affairs campaigns, and thought leadership development.

STAKEHOLDER COMMUNICATIONS & ENGAGEMENT

- Develop and execute strategies that build trust and enthusiasm among regional stakeholders, funders, and community partners.
- Shape a cohesive stakeholder engagement culture that ensures clarity, accessibility, and consistency across all touchpoints—including events, campaigns, briefings, and follow-up efforts.
- Lead a coordinated approach to engaging REACH volunteers and community champions, bringing together cross-functional teammates to execute with intention and excellence.

INVESTOR RELATIONS & FUNDRAISING

- Provide strategic oversight to campaigns, messaging, and materials that highlight impact and align with REACH's mission.
- Collaborate on personalized outreach strategies for high-net-worth individuals, philanthropic partners, and business leaders.
- Design and execute investor convenings and donor experiences that reinforce confidence and connection to our work.



KEY RESPONSIBILITIES cont.

EVENTS & CONVENINGS

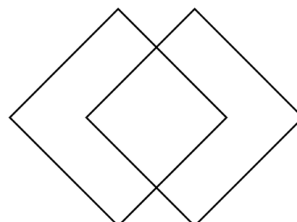
- Lead strategy for REACH-hosted events—from regional summits to targeted briefings—ensuring themes, speakers, and content reflect REACH’s mission and priorities.
- Collaborate across departments to define the purpose, audience, and objectives of each event, creating a shared thread through all convenings.
- Oversee real-time event production, guiding team members supporting communications, logistics, design, and technical execution to ensure seamless experiences.

COMMUNICATIONS OPERATIONS & TOOLS

- Oversee messaging development, visual branding, and content production across digital and print channels—including email, website, social media, and presentations.
- Evaluate and optimize the use of communications platforms, tools, and workflows for effectiveness and innovation.
- Support the design and delivery of high-quality communications collateral for internal teams, partners, and stakeholders.

LEADERSHIP & ORGANIZATIONAL IMPACT

- Coach and support your team to foster growth, creativity, and accountability.
- Model a collaborative, solutions-oriented leadership style across the organization.
- Participate in senior leadership decision-making and organizational strategy development.
- Identify opportunities to streamline workflows, improve internal communication, and increase cross-functional effectiveness.



QUALIFICATIONS

- 7+ years of senior-level experience in communications, public affairs, stakeholder engagement, or campaign-style leadership roles.
- Proven ability to shape and execute communications and engagement strategies that build trust, activate supporters, and align with organizational goals.
- Exceptional written and verbal communication skills, with the ability to tailor messages for diverse audiences including donors, public officials, partners, and community members.
- Demonstrated experience managing volunteers, ambassadors, or stakeholder groups in coordinated campaigns, convenings, or outreach efforts.
- Strong track record of leading events, briefings, or public forums that drive awareness, engagement, and action.
- Comfortable navigating cross-functional collaboration and guiding teams toward shared outcomes.
- Experience supporting fundraising, investor relations, or donor engagement through strategic storytelling and relationship-building.
- Eagerness to learn and grow in a fast-paced, evolving environment, with a strong sense of ownership and adaptability.

Location + Status

Full-Time, Exempt
Central Coast, CA | Hybrid
Reports to CEO

Apply

through posting on
[Indeed](#)

Compensation + Benefits

Salary: \$120,000
401(k)
Health insurance
Flexible spending account
Paid time off
Professional development
Hybrid work environment

REACH is an equal opportunity employer and does not engage in practices that discriminate against any person employed or seeking employment based on race, color, religion, sex, sexual orientation, gender identity, national or ethnic origin, age, marital status, physical or mental disability, protected Veteran status, or any other characteristic protected under applicable law.