



CHIEF OF STRATEGIC MARKETING & COMMUNICATIONS

ABOUT GOLDEN STATE OPPORTUNITY

Golden State Opportunity is a non-profit that brings people together to end financial struggle. It pursues that mission along two complementary tracks: helping families and working people put money in their pockets to meet the rising cost of living; and building the infrastructure for policy change that provides low-income people with more money, better jobs, and more opportunities so they can rise above financial hardship.

Established in 2015 as an initiative to secure an earned income tax credit (EITC) for California's low-income workers, GSO now works in partnership with local communities to help ensure that all Californians receive the federal and state tax credits they've earned. GSO's flagship 'CalEITC4Me' campaign anchors its strategy to expand efforts that put dollars in pockets and communities, engage robust support for continued policy wins for low-income workers, and strengthen movement power— first in California, and next, nationwide.

GSO is led by President Amy Everitt and has a 2026 budget of \$5.75M.

PROGRAMS AND IMPACT

Since its founding, Golden State Opportunity has become one of California's most effective and trusted anti-poverty organizations— combining grassroots outreach, bold communications, and cross-sector partnerships to drive measurable impact for working families.

GSO's flagship CalEITC4Me initiative is a groundbreaking public education and outreach campaign that connects low-income Californians with the California Earned Income Tax Credit (CalEITC) and other state and federal benefits designed to help families make ends meet. Since successfully expanding the program in 2019, GSO has helped put \$10 billion back in the pockets of California workers every year. Through strategic marketing, community partnerships, and culturally relevant storytelling in more than a dozen languages, GSO has helped millions of working Californians claim hundreds of millions of dollars in refunds and tax credits that keep food on the table, roofs overhead, and children thriving.

What began as a targeted tax credit awareness effort has grown into a statewide movement for economic dignity— combining field outreach, creative campaigns, and data-driven insights to close the gap between eligible and enrolled families.

Working in partnership with the State of California, local governments, and community-based organizations, GSO continues to expand the reach and impact of CalEITC4Me, ensuring that every eligible Californian can access the refunds they've already earned. Despite the success of the tax credit programs, it is not enough.

As GSO looks to the next decade, it intends to rebrand and relaunch as an organization focused on anti-poverty efforts based on common sense and modern solutions to end the financial hardships experienced by many Californians and Americans daily. Moreover, GSO is running a research campaign aimed at changing narratives and culture so that organizations and elected officials discuss these innovative poverty solutions in clear, relatable terms that connect with everyone, regardless of political stance or location. Part of this rebrand involves creating a 501(c)(4) to engage policymakers and hold them accountable for implementing policies that target the root causes of poverty. This structure will enhance GSO's ability to support families and working individuals through increased advocacy and policy initiatives engagement.

THE POSITION

Golden State Opportunity is at a defining moment, stepping into a broader, bolder, and more confident identity as a statewide and national leader in anti-poverty power building and policy solutions. To meet this moment, GSO is looking for a dynamic, bold, and visionary Chief of Strategic Marketing and Communications to shape how the organization presents itself to the world, elevate its influence with policymakers and partners, and create a cohesive, compelling brand that drives meaningful systemic change.

This executive will serve as the architect of GSO's external voice and public image, leading bold and innovative marketing, storytelling strategy, brand development, narrative change work and communications that inspire public will, strengthen statewide partnerships, and support families across California. The Chief will create and oversee GSO's marketing and communications strategy across program initiatives, fundraising, advocacy, digital channels, and executive thought leadership, while maintaining a consistent and dynamic brand identity.

A key part of the role is to continue delivering the high-performing communications, media campaigns, and outreach strategies that have established GSO as a trusted leader of the CalEITC program. The Chief will ensure that CalEITC seasonal marketing, multilingual outreach, narrative framing, and metrics-driven execution remain excellent, accurate, and culturally resonant, reaching millions of Californians each year and maintaining strong alignment with state partners.

Reporting to the President and serving as a key member of the senior leadership team, this leader will guide a talented team of four marketing, digital, creative, and communications staff. The Chief will bring clarity, discipline, and inspiration to GSO's voice and brand, serving as a senior spokesperson and media strategist, coaching internal and external messengers, and ensuring the organization speaks with consistency and impact. They will be a thought partner to the President, providing narrative and strategic counsel to the President and leadership team, supporting agenda-setting across programs and policies, and ensuring internal alignment so that GSO's story resonates across every channel and partnership.

Just as importantly, the Chief will actively steer the evolution of GSO's brand architecture and long-term narrative strategy, positioning the organization as a go-to thought leader in anti-poverty solutions, community-centered policy design, and power building. By expanding the brand identity and narrative reach, this leader will help GSO extend its influence beyond tax season, deepen its statewide presence, and enhance its role in shaping public understanding of what economic justice can look like.



KEY STRATEGIC PRIORITIES

The Chief of Strategic Marketing and Communications will drive several mission-critical priorities in the first 12 to 24 months:

- 1. Rollout a Comprehensive Rebrand and Public Relaunch** - Lead a full brand refresh that launches GSO's new name and brand identity, modernizes its visual and narrative presence, and positions the organization as a respected, forward-thinking force in poverty reduction and economic justice.
- 2. Build an Integrated Marketing and Communications Strategy & Function** - Develop a unified strategy and cross-departmental message architecture that connects marketing, digital engagement, program communications, advocacy, fundraising, and public affairs under a consistent and compelling brand voice..
- 3. Position GSO as a Thought Leader** - Elevate GSO's visibility in state and national media, strengthen relationships with policymakers, and enhance the organization's presence across public discourse, conferences, legislative venues, and editorial platforms—while positioning GSO as a proactive voice that shapes the national discourse on income inequality and enables the organization to respond rapidly and credibly to the growing national narrative.
- 4. Advance GSO's Narrative Change Initiative** - The Chief of Strategic Marketing and Communications will lead the narrative change strategy and execution to elevate GSO's reputation as an expert in systemic change for the fight for financial security.
- 5. Deliver High Impact CalEITC Marketing Campaigns** - Oversee statewide and multilingual CalEITC campaigns that reach millions of Californians and engage diverse communities through culturally relevant, data-informed marketing, paid media, and community partnerships.
- 6. Build, Inspire, and Empower a High-Performing Team** - Develop, guide, and enable a marketing and communications team that is creative, collaborative, and responsible. Cultivate a culture of excellence, innovation, and engaging content creation, recognized for delivering impactful video-based storytelling across all digital platforms.

For the full list of the position's key responsibilities, [click here](#).

IDEAL CANDIDATE

The ideal Chief of Strategic Marketing and Communications is a strategic, values-driven leader who understands how narrative shapes public opinion, policy outcomes, and organizational influence. They translate executive vision into clear, disciplined marketing and communications strategies that drive alignment, scale, and measurable impact.

This leader is a trusted thought partner to the President, an effective people manager, and a systems-builder who brings structure, consistency, and modern tools to a fast-moving organization. They bring deep experience leading integrated, high-volume, and multilingual campaigns across digital, paid, earned, and grassroots channels.

Fluent in California's political and advocacy landscape—with the perspective to support national growth—they engage policymakers, media, funders, and coalition partners with credibility and clarity. Grounded in equity and lived experience, they communicate complex policy ideas through simple, human-centered narratives that resonate across communities and ideologies.



CORE COMPETENCIES AND KEY ATTRIBUTES

- **Strategic and Narrative Leadership:** Ability to turn bold, movement-driven vision into a clear marketing and communications strategy. Skilled at shaping narrative frames that influence public will, advance policy, and reflect the dignity and lived experiences of impacted communities. Proven success in facilitating rebrands, messaging frameworks, and long-term narrative change strategies. Has experience coaching senior leaders, managing upwards, and providing strategic guidance across complex organizational priorities.
- **Integrated Marketing and Communications Expertise:** Proven success leading high-volume, multilingual campaigns across digital, paid, earned, and grassroots channels. Possesses hands-on experience with digital advertising, content strategy, analytics, campaign optimization, and metrics-driven reporting. Experienced in managing statewide or large-scale communications and narrative campaigns within nonprofit, advocacy, public sector, or philanthropic environments.
- **Systems and Infrastructure Builder:** Experienced in designing the structures, processes, and brand standards essential for consistent, organization-wide communications. Proficient at developing messaging architecture, playbooks, internal communication systems, and operational workflows that promote consistency and scalability. Experienced in modernizing tools, boosting efficiency, and building resilient communications infrastructure for growing organizations.
- **Collaborative and Empowering Leadership:** Demonstrates a proven ability to develop high-performing teams and boost confidence and clarity among staff, including virtual and geographically dispersed groups. Adept at delegating, coaching, and fostering shared ownership. Experienced in managing upward to a visionary CEO with strategic discipline, respectful pushback, and a partnership mindset.
- **Equity-Centered Communication:** Shows a bold commitment to economic justice and storytelling change by creating common-sense, human centered, asset-based messages that avoid deficit frames. Communicates with empathy and cultural humility, and excels at translating complex policy issues into simple, clear language for diverse audiences. Skilled at engaging bipartisan stakeholders, legislative staff, and community partners with clarity and respect.
- **Political and Stakeholder Fluency:** Comfortable navigating California's political and legislative landscape as GSO's primary focus, with the perspective and capability to scale engagement nationally. Experienced in policy development, coalitions, and networks of community-based organizations; adept at engaging policymakers, press, coalition partners, and cross-sector stakeholders. Able to work across ideological boundaries and support bipartisan policy efforts while maintaining authenticity and trust.
- **Judgment, Integrity, and Adaptability:** Demonstrates sound decision-making, maintains composure under pressure, and can prioritize and pivot during changing conditions or seasonal demands. Acts with humility, collaborates effectively, and adopts a solutions-oriented mindset, exercising the discretion necessary in political, legislative, or community-facing environments

MINIMUM QUALIFICATIONS

- At least 7 to 10 years of progressively responsible experience in communications, marketing, digital strategy, or narrative change.
- At least 5 years of senior leadership and team management experience.
- Experience leading integrated campaigns across paid, earned, and owned media.
- Effective writing and communication skills, with the ability to present policy, economic issues, and community stories in clear, engaging, and straightforward language.
- Experience in fast-paced, high-volume settings while juggling competing priorities and developing internal workflows.
- Demonstrated ability to modernize communications strategies and lead implementation through new media platforms.
- Proficiency with Google Workspace, digital ad platforms, analytics tools, and campaign management systems.
- Commitment to Golden State Opportunity's mission to expand economic opportunity, shift narratives, and uplift community voice.

COMPENSATION & BENEFITS

Salary Range: **\$150,000 to \$180,000** annually, commensurate with experience.

GSO offers a comprehensive benefits package that includes medical, dental, and vision insurance; retirement contributions; paid vacation and sick leave; and professional development opportunities.

HOW TO APPLY

The position is open until filled. First consideration will be given to applications received by **March 20, 2026**. To apply, please electronically submit your resume and letter of interest to The Byers Group at: chief.mar.comm.gso@byersgroupca.com. The letter should outline your interest in Golden State Opportunity and your relevant accomplishments.



THE BYERS GROUP

EXECUTIVE SEARCH AND C-SUITE CONSULTING

CONFIDENTIAL INQUIRIES ARE ENCOURAGED AND CAN BE DIRECTED TO:

MS. BRETT BYERS
BRETT@BYERSGROUPCA.COM
323-403-8279

MR. CARY JORDAN
CARY@BYERSGROUPCA.COM
718-753-4008

Golden State Opportunity is an equal opportunity employer and encourages applicants who will support its commitment to equity and inclusion, as well as contribute to the diversity of the organization across multiple dimensions, including race, religious creed, color, national origin, ancestry, physical disability, mental disability, medical condition, genetic information, marital status, sex (including pregnancy, childbirth, breastfeeding, and related medical conditions), gender, gender identity, gender expression, age, sexual orientation, military and veteran status, political affiliation, and arrest or conviction record.