

Chief HR & Brand Officer

At SIF, we believe our people, culture, and reputation are among our greatest strengths. We are seeking a strategic, forward-thinking executive to serve as our Chief HR & Brand Officer to help shape the next chapter of our organization.

The Opportunity

Reporting to the CEO and serving on the Executive Leadership Team, this role provides strategic leadership for SIF's people, culture, communications, and brand. Working closely with the CEO and executive team, you will strengthen leadership capability, guide strategic communications, and ensure alignment between our employee experience, brand voice, and organizational reputation.

The ideal candidate combines strong human resources expertise with a passion for building culture, fostering engagement, providing an environment for professional growth, and helping organizations successfully navigate change.

Why This Role Matters

SIF has built a strong foundation for its people and culture. This leader will build upon that success by helping position SIF for the future. As workforce expectations, technology, and the workers' compensation industry continue to evolve, this role will help ensure SIF remains an employer of choice and a trusted partner for Idaho employers and their injured workers.

Key Areas of Responsibility

Strategic Business Partnership

- Partner with the CEO on communication strategies that strengthen stakeholder engagement and organizational trust.
- Partner with executive leaders to align people, culture, communications, and organizational strategies with SIF's mission and business objectives.
- Contribute to enterprise-wide strategic planning and organizational decision-making.

Talent Development & Culture

- Provide overall leadership and strategic direction for SIF's people and culture initiatives.
- Oversee leadership development, succession planning, and learning strategies that strengthen talent at every level of the organization.
- Foster a workplace culture that reflects SIF's core values of Reliability, Innovation, and Relationship Driven while championing a positive employee experience.

- Lead and support a high-performing HR & Brand team who serve as trusted advisors throughout the organization.

Workforce & Organizational Effectiveness

- Lead workforce planning strategies that support recruitment, retention, and organizational effectiveness.
- Lead compensation strategy and administration in partnership with external consultants and the SIF leadership team.
- Provide executive oversight for significant employee relations matters and employment-related risks in partnership with legal counsel as appropriate.

Brand, Communications, & Employee Experience

- Provide guidance and strategic direction for SIF's brand and communications efforts.
- Align internal communications, employee experience, and brand to ensure SIF's values and commitments are consistently reflected internally and externally.
- Oversee brand stewardship, digital presence, customer communications, community engagement, sponsorship activities, and organizational storytelling.
- Support initiatives that enhance SIF's visibility, reputation, and connection to the communities we serve.

The Leadership Style that Will Thrive at SIF

We are seeking a leader who:

- **Listens first** – taking the time to understand our operations, culture, and customers before recommending change.
- **Builds trust** – earning credibility through transparency and consistent follow-through.
- **Leads as a partner** – approaching opportunities with curiosity and collaboration, asking how we support both the organization and the employee.
- **Builds leadership capacity** – strengthening supervisor and manager development opportunities, creating a culture where people and teams can thrive.
- **Aligns message and experience** - bringing together employee communications, culture, and brand so that commitments we make externally are reflected in how we work and lead internally.

The Ideal Candidate

The successful candidate will be a strategic HR/Brand executive with a highly collaborative leadership style and deep expertise in human resources, company branding, and communications. The ideal background includes:

- Significant leadership experience in human resources, organizational development, communications, talent management, or closely related functions.
- Demonstrated success serving as a strategic advisor to leaders and executive teams.
- Strong knowledge of employment law, employee relations, compensation practices, and human resources best practices.
- Experience creating and implementing leadership development, succession planning, and talent management strategies preferred.
- Experience overseeing communications, brand, employee engagement, or related functions.
- Bachelor's degree in Human Resources, Business, Communications, Organizational Development, or a related field, or an equivalent combination of education and experience.
- Professional certifications such as SHRM-SCP, SPHR, or similar credentials preferred.

Why Join SIF?

SIF's 250 team members serve more than 29,000 Idaho employers by providing a reliable and competitive source of workers' compensation insurance. Guided by our values of Reliability, Innovation, and Relationship Driven, we are committed to protecting Idaho businesses and supporting injured workers while fostering a workplace where employees can thrive and grow.

We're Idaho-based and proudly located in downtown Boise, Idaho. Boise offers an exceptional quality of life, combining outdoor recreation, economic vitality, safety, and a strong sense of community – making it an increasingly attractive destination for executives and their families.

SIF offers a competitive market-based salary (***minimum annual comp for this position is \$236,000***) and an outstanding benefits package, including a defined-benefit pension plan with full vesting after five years, generous paid leave, excellent health benefits, and a hybrid work environment that supports collaboration, connection, and flexibility (Tuesdays and Thursdays are in-office days for our team, with many leaders also in the office on Wednesdays).

If you are a strategic, relationship-driven leader who is energized by people, culture, communication, and mission-driven work, we invite you to consider joining SIF.

SIF values diversity and we are an equal opportunity employer. Please note that applicants need to have legal authority to work permanently in the U.S. without sponsorship.