



Rockefeller Brothers Fund

Philanthropy for an Interdependent World

Employment Announcement: Digital Communications Specialist

About the Fund

Founded in 1940, the Rockefeller Brothers Fund (RBF) advances social change that contributes to a more just, sustainable, and peaceful world.

The RBF's grantmaking is organized into seven programs. Three thematic programs—Democratic Practice, Sustainable Development, and Peacebuilding—address the interrelated challenges of democratic decline, climate change, and violent conflict. The Culpeper Arts & Culture program, created through the 2008 merger with the Charles E. Culpeper Foundation, supports arts organizations and artists in the New York City region that shape understanding of these critical concerns and the human experience. Pivotal Place programs in China, Central America, and the Western Balkans focus on one or more RBF themes in a specific geographic context that we believe has disproportionate significance for the future of the surrounding regions, an ecosystem, or the world.

The RBF also manages the Pocantico Center as part of an agreement with the National Trust for Historic Preservation. Once home to the Rockefeller family, The Pocantico Center's verdant campus in the scenic hills of the Hudson Valley has been host to some of the most influential leaders, thinkers, and creative minds of the last century. Today, the Rockefeller Brothers Fund continues to bring together people at Pocantico through a robust slate of conferences, artist residencies, tours, performances, and educational programs.

Position Summary

The Rockefeller Brothers Fund (RBF) seeks a Digital Communications Specialist to support the execution of communication strategies. This role will primarily focus on utilizing digital tools to advance the mission, goals, and activities of the RBF and its grantees and elevate programming at The Pocantico Center. The Digital Communications Specialist will manage the RBF's digital communication channels, including websites, social media, and email marketing. The incumbent will report to and work closely with the Director of Communications to enhance communications activities and identify opportunities to realize the RBF's commitment to transparency and accountability.

The starting salary for this role is \$66,600.

Key Responsibilities

Digital Communications

- In consultation with the Director of Communications, implement the RBF's digital communications approach.
- Proofread, source or create visuals for, format, and post news and events to the RBF website.
- Monitor and update the website, including featured grantees, the grants search, new staff, job listings, changes to program guidelines, upcoming events, etc., to ensure that it is current and accurate.

- Liaise with website development consultants and communications director to identify, report, track, and test needed enhancements to the website to fix bugs, streamline workflows, improve user experience, and maintain the website's integrity.
- Develop, adapt, and edit compelling written, visual, and video social media content to raise awareness of and engagement with the Fund's and the Pocantico Center's brand, programs, and partners.
- Support the development of topical and event-based digital campaigns.
- Monitor social media for mentions of the Fund, Pocantico, grantees, partners, and developments in our areas of work.
- Build promotional and engagement email campaigns and manage contact lists and segmentation.
- Report on digital communications performance.
- Maintain awareness of best practices and trends in digital communications, particularly within the philanthropic sector.
- Manage the Fund's editorial calendar.

Administration

- Serve as the first point of contact for external information requests, including monitoring the Communications email inbox.
- Serve as the primary liaison between the Pocantico Public Programs and Communications team.
- Maintain institutional photo library and intake new photos as available.
- Secure photographers for Fund events and supervise photo shoots as needed.
- Process Communications department invoices and prepare expense reports.
- Assist with research and preparation for media response and meetings.

All other duties and responsibilities, as assigned by the Director of Communications.

Skills and Abilities

- Strong organizational skills and a keen eye for detail.
- Working knowledge of content management systems, email marketing platforms, and basic HTML/CSS.
- Experience adapting content for paid and organic digital communications.
- Enthusiasm for digital media trends and new technologies
- Experience executing and reporting on integrated digital marketing communications campaigns.
- Proficiency with Microsoft Office programs, including Word, Excel, PowerPoint, and Outlook.
- Knowledge of basic graphic design principles for digital communications and facility with simple design tools such as Canva; digital photography and/or video editing experience a plus.
- Ability to prioritize, manage multiple tasks, and consistently meet deadlines.

Education, Experience, and Knowledge

- Bachelor's degree in a related field with at least three years of communications and web experience.
- Foundation and/or other nonprofit experience is preferred.

Expectations of All Positions

Each employee is expected to:

- Understand and support the philanthropic mission of the RBF
- Respect and value those who partner with or request assistance from the RBF
- Manage the resources of the RBF in a manner that maximizes the funds available for charitable activity
- Advance diversity, equity, and inclusion efforts in core responsibilities and institution-wide efforts
- Respect each RBF employee's contribution and support colleagues in fulfilling their responsibilities.
- Appreciate differences in perspectives and points of view and work collaboratively with colleagues toward shared goals and objectives.
- Commit time to RBF activities and conversations that strengthen the Fund's culture and improve its effectiveness opportunity in all work relationships.

Application Process

The Rockefeller Brothers Fund is an equal opportunity employer and invites applications from candidates regardless of race, gender, national origin, sexual orientation, age, disability, or religion. The Fund is working to become an anti-racist and anti-sexist institution ([read more](#)). We offer a salary commensurate with qualifications and experience, a generous benefits package, and a pleasant work environment.

The RBF has adopted a hybrid-remote work model. After an introductory period, this role will have the option to work from home, if desired, with the expectation of reporting to the RBF's New York City office (475 Riverside Drive) at least five days a month or as requested by a manager.

To apply, please send a letter explaining your interest in the position and qualifications and a resume to jobs@rbf.org. Include *Digital Communications Specialist* in the subject line of your email. No telephone or fax inquiries, please. The application deadline is **March 29, 2024**.

For additional information, please visit our website at www.rbf.org.