Employment Announcement: Communications Assistant

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 around three themes: Democratic Practice, Peacebuilding, and Sustainable Development. Though the Fund pursues its three program interests in a variety of geographic contexts, it has identified several specific locations on which to concentrate cross-programmatic attention. The Fund refers to these as “pivotal places”: subnational areas, nation-states, or cross-border regions that have special importance with regard to the Fund’s substantive concerns and whose future will have disproportionate significance for the future of a surrounding region, an ecosystem, or the world. The Fund currently works in three pivotal places: China, the Western Balkans, and Central America. The Charles E. Culpeper Arts & Culture program, focused on New York, nurtures a vibrant and inclusive arts community in the Fund’s home city.

Through its grantmaking, the Fund supports efforts to expand knowledge, clarify values and critical choices, nurture creative expression, and shape public policy. The Fund’s programs are intended to develop leaders, strengthen institutions, engage citizens, build community, and foster partnerships that include government, business, and civil society. Respect for cultural diversity and ecological integrity pervades the Fund’s activities.

Position Summary
The Rockefeller Brothers Fund (RBF) seeks a Communication Assistant to support the execution of communication strategies. This role will focus on utilizing digital tools to advance the mission, goals, and activities of the RBF and its grantees. The Communications Assistant will manage the RBF’s digital communication channels, including the website, social media platforms, 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 $56,500.

Key Responsibilities
Digital Communications
- In consultation with the Director of Communications, implement the RBF’s digital communications approach
- Proofread, source visuals for, format, and post content to the 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
- Work with website development consultants and vendors to identify and implement enhancements to the website, fix bugs, and maintain the integrity of the website
- Source, adapt, and edit compelling written, visual, and video social media content for the Fund and The Pocantico Center in accordance with the communications strategy and templates
• Build the Fund’s email newsletter and event marketing campaigns, which includes management of contact lists in MailChimp
• Collect and report on qualitative and quantitative audience and performance data using Google Analytics, in-app social metrics, Cision, and other applicable tools
• Maintain awareness of best practices and trends in digital communications, particularly within the philanthropic sector

Media Relations
• Monitor the media for mentions of the RBF, its grantees, or developments in its fields of work and compile monthly press clippings report
• Assist with media research and preparation for media responses and meetings

Communications Support to the Fund’s Division and Departments
• Serve as first point-of-contact for external information requests, including monitoring the Communications email inbox
• Organize and maintain institutional photo library and intake new photos as available
• Secure photographers for Fund events and supervise photo shoots as needed
• Support the planning and production of multimedia projects
• Assist staff in preparing presentations, proofreading, and other tasks to help standardize Fund communications
• Process Communications department invoices
• All other duties and responsibilities, as assigned by the Director of Communications

Skills and Abilities
• Excellent writing, editing, proofreading, and organizational skills
• Experience with content management systems (such as Drupal) and email marketing platforms (like Mailchimp)
• Knowledge of basic HTML/CSS
• Experience adapting content for various social media platforms including Facebook, Twitter, Instagram, and LinkedIn
• Enthusiasm for digital media trends and new technologies
• Familiarity with digital media analytics and related platforms, including Google Analytics
• Proficiency with Microsoft Office programs, including SharePoint, Word, Excel, PowerPoint, and Outlook
• Ability to prioritize, manage multiple tasks with attention to detail, and consistently meet deadlines

Education, Experience, and Knowledge
• Bachelor’s degree in a related field with a minimum of 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 the contribution of each employee of the RBF and support colleagues in fulfilling their individual responsibilities
• Appreciate differences in perspectives and point 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 an anti-racist and anti-sexist institution (read more here). We offer a salary commensurate with qualifications and experience, a generous benefits package, and a pleasant work environment.

As we emerge from COVID-19 pandemic restrictions, the RBF has adopted a hybrid-remote model for 2022. 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), based on the defined intervals or other circumstances including when requested by a manager.

To apply, please send a letter explaining your interest in the position and qualifications along with a resume to jobs@rbf.org. Include Communications Assistant on the subject line of your email. No telephone or fax inquiries please. Application deadline is March 11, 2022.

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