



Rockefeller Brothers Fund

Philanthropy for an Interdependent World

Employment Announcement: Director of Communications

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 "RBF 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 two pivotal places: Southern China and the Western Balkans. 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 seeks a Director of Communications to develop and implement communications strategy, products, and activities that contribute to greater understanding of the mission, goals, and activities of the Rockefeller Brothers Fund in addressing key challenges facing today's interdependent world. S/he partners with the Vice President for Programs, other officers, and staff to ensure that our various audiences have access to useful and timely information about the Fund, and provides an effective platform to publicize grantee work for greater impact. The Director of Communications develops opportunities and tools to realize the Fund's commitment to transparency and accountability, and manages media relations.

The Director of Communications reports to the Vice President for Programs, supervises the Communications Associate/Digital Specialist, and oversees communications-related consultants/vendors.

Key Responsibilities

Communications Strategy

- Develop the RBF's communication strategy, with the goal of conveying the Fund's mission, mission-aligned investing, and programs, and publicizing grantee work while enhancing the Fund's transparency and accountability.
- Oversee development and implementation of the Fund's digital communications approach with an emphasis on efforts to enhance the RBF website as the primary vehicle for conveying the Fund's institutional profile and publicizing grantee work.

- Proactively identify thought leadership and executive visibility opportunities to increase awareness of the RBF mission and the work of our grantees.
- Develop parameters and protocols for media engagement.
- Oversee use of RBF logos, images, permissions and copyrights, and other elements of institutional “brand”.
- Develop and manage the annual Communications Department budget.

Content Development/Information Resources

- Write and edit a range of documents for board and public audiences, including program related reports/memos, newsletters, op-eds, press releases, and other materials.
- Develop and edit engaging and lively content for the Fund’s digital communications, including the website and social media and ensure that content is current, accurate, and regularly refreshed.
- Develop key messaging, fact sheets, sample Q&As, etc. for issues related to the Fund’s strategy and reputation.
- Oversee design and production of information resources such as the Annual Review, RBF Brochure, materials for special events, etc.

Media Relations

- Develop and manage responses to media inquiries, working in close collaboration with the Fund’s officers and program staff.
- Prepare rapid response communication materials in anticipation of or in response to media attention.
- Build and maintain relationships with members of the media.
- Provide ongoing media support to the Fund’s leadership and program staff.

Provide Communications Support to the Fund’s Divisions and Departments

- Support preparation of presentations, papers, reports, speeches, and announcements regarding programs, mission-aligned investing, the Pocantico Center, and the broader Fund mission with relevant Fund officers and staff.
- Review of staff public communications such as blogs, op-eds, etc., with the vice president for programs and corporate secretary.
- Work collaboratively with all divisions and departments to standardize and amplify the Fund’s work and communications practices.

The incumbent will perform all other duties assigned by the Vice President of Programs.

Qualifications

- Excellent writing and editing skills, and the ability to translate complex ideas into accessible and engaging prose.
- Ability to design and deliver communications strategy and plans ensuring the RBF has the right messages and appropriate tactics to build awareness of its mission and programs, and support for the work of our grantees.
- Strong organizational skills with the ability to manage and prioritize multiple tasks with urgency, while maintaining a disciplined focus on communication department goals and objectives.

- Proven track record of designing and managing communication strategies with web site and media relations responsibilities.
- Exceptional interpersonal skills, including the ability to be consistently diplomatic, tactful, and professional, and to interact effectively with all levels of staff, trustees, and external parties.
- Attention to detail and commitment to high-quality finished work.
- Hands-on skill with computer software required for various communications projects.
- Must have strong MS Office suite application experience (Word, Excel and PowerPoint).
- Strong project management capability with a highly collaborative approach.
- Ability to work independently and manage an important functional area at the foundation with creativity and entrepreneurial drive.
- Comfortable working in a deadline oriented environment.
- Excellent interpersonal skills and relationship building instincts.
- Excellent writer with experience developing web content, blog posts, press releases, and executive communications.

Additionally, 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.
- Appreciate the value of diversity initiatives and equal opportunity in all work relationships.
- 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.

Education & Experience

- Master's degree in English, Journalism, Communications or related field and five years' experience in professional communications role involving media relations and digital communications (or Bachelor's degree and 7-10 years' experience).
- Two years' experience managing a communications department including staff supervision.
- Experience managing relationships with outside vendors and service providers preferred.
- Experience in non-profit/philanthropic sector; familiarity with private foundation grantmaking preferred.

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. We offer a salary commensurate with qualifications and experience, a generous benefits package, and a pleasant work environment.

To apply, please send a letter explaining your interest in the position and qualifications along with a resume to employment@rbf.org. Include *Director of Communications* on the subject line of your email. Additionally, include a brief writing sample of five to 10 pages of your original work. No telephone or fax inquiries please. Application deadline is **October 27, 2017**.

Rockefeller Brothers Fund
Attn: Human Resources – Director of Communications
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For additional information please visit our website at www.rbf.org.