Communications Officer, Digital Content

Rochester Area Community Foundation is hiring a Communications Officer, Digital Content. This new position is part of our Communications team, which includes the senior vice president of communications, graphic designer, and event administrator.

The Communications Officer will explore ways to maximize the potential of digital content to advance the Community Foundation’s mission of **empowering donors and community partners to strengthen our region through philanthropy**. The ideal candidate is:

- An exceptional communicator who writes with intention, clarity, and voice and edits others’ writing with impeccable judgment. (Excellent grammar and spelling are a must.)
- A nimble storyteller who is always on the lookout for ways to share quick messages via digital media, but also capable of developing more in-depth content.
- A curious and strategic thinker who uses website and social media analytics to make data-based decisions about digital content.
- A resourceful team player who loves spontaneous brainstorming, thrives on constructive feedback, sees others’ strengths and draws them out, and is hungry for institutional knowledge but quick to research and share savvier ways of doing things.
- A culture leader who not only lives our brand personality traits – trustworthy, responsive, inclusive, committed, collaborative, and knowledgeable – but inspires others to do so as well.

**Job Responsibilities**

The Communications Officer will be the primary content creator and editor on our two most important forms of digital communication – our website and social media channels. In accordance with the Community Foundation’s brand platform, messaging will focus on specific primary and secondary target audiences while expressing our brand essence, promise, and personality.

**Website**

Our website (www.racf.org) is robust and provides detailed information needed by **donors** who want to make a difference; **professional advisors** in need of information on charitable giving; **nonprofits** seeking grant opportunities; and **students** looking for scholarships. The Communications Officer will:

- Create new content based on the Foundation’s grantmaking and leadership efforts, in addition to stories on donors who are making an impact with their charitable funds.
- Oversee scheduled updates throughout the year and provide new ways of sharing or promoting the site’s wealth of information.
- Serve as the main point of contact for colleagues in other departments who would like to update or refresh content on pages.
• Be a key player in an eventual website redesign by recommending design and navigation improvements based on research of other sites, user analytics, and feedback from colleagues, committee members, and our website developer.

Social Media Responsibilities

Our social media channels presently include Facebook, LinkedIn, Twitter, and YouTube. If we had to assign a grade to our social media presence, it would be a C+. The Communications Officer will:

• Raise the bar (and the grade) by making our social media more engaging with a more consistent presence.

• Provide ongoing support, leadership, and training to a team of social media contributors and work with colleagues to develop a social media style guide that not only covers “DOs and DON’Ts” across channels but shows, by example, how to express our brand in compelling and consistent ways.

• Implement a social media management tool like Hootsuite or Buffer to post content across all platforms.

• Shoot and edit photos and short videos that can be shared on the Foundation’s website, on social media, and at events.

General E-Communication Responsibilities

• Ensure all style and branding guidelines are maintained across the website, social media, and email campaigns.

• Oversee creation of content for regular e-newsletters and contribute stories to an annual print newsletter and biennial report.

• Send e-blasts to promote events and invite guests.

Other Responsibilities

• Manage annual duties along with new long- and short-term projects.

• Collaborate with Communications team colleagues on departmental projects.

• Other tasks as assigned.

Skills Needed

• Writing capabilities that range from creative Tweets to engaging longer-form profiles of people and everything in between. Social media writing expertise for Facebook, LinkedIn, Twitter, and Instagram. Additional experience a plus!

• Website editing (we host with WordPress) and basic understanding of HTML. User interface (UI) and/or user experience (UX) design experience a plus.
• Proficiency in Adobe Photoshop. Additional Creative Suite skills desirable, especially InDesign.
• Expertise shooting and editing photos and videos.

Requirements
• At least five years’ experience in communications, journalism, advertising, marketing, web development, and/or digital media.
• Bachelor’s degree or associate’s degree in one of the above fields.

Compensation
Salary plus standard, competitive benefits, including professional development opportunities.

To Apply
By April 27, email a cover letter, resume, and your three best social media posts (with engagement metrics, if available) to RACF-CommOfficer@racf.org with “Digital Content Opening” in the subject line or mail to Rochester Area Community Foundation, Attn: Human Resources, 500 East Avenue, Rochester, NY 14607.

NO PHONE CALLS, PLEASE.

In support of the Americans with Disabilities Act, this job description lists only those responsibilities and qualifications deemed essential to the position.

Rochester Area Community Foundation is an Equal Opportunity Employer.