

Ralph C. Wilson Jr. Marketing and Communication Fellow

FLSA Status: Non-Exempt
Reports to: VP, Marketing and Communications
Supervises: No direct reports
Term: This is a two (2) year fellowship position.

ORGANIZATION SUMMARY

Rochester Area Community Foundation — the region's largest grantmaking and philanthropic organization — works in partnership with generous philanthropists and community partners to improve the quality of life for people who live and work in the eight-county Rochester region through its leadership, dedication to racial and social justice, and strategic grantmaking.

RURAL PHILANTHROPY FELLOWS' COHORT

The Rural Philanthropy Fellows Cohort is comprised of 15 fellows - 12 Ralph C. Wilson, Jr. Rural Philanthropy Fellows and 3 Herrick Foundation Philanthropy Fellows. Each two-year Fellowship offers a professional a unique opportunity to make meaningful contributions to either Michigan or New York philanthropy and the larger philanthropic community. This candidate could be an emerging or established leader passionate about entering philanthropy and making an impact. Through grants from the Ralph C. Wilson, Jr. Foundation and the Herrick Foundation, the Fellow will be employed by the Rochester Area Community Foundation to support their rural-focused efforts. This is a two-year, grant-funded position.

Beyond direct job experience, the Fellow will also benefit from being part of a larger cohort of Rural Philanthropy Fellows. The cohort will receive ongoing support from a group of philanthropic practice experts via the New York Funder Alliance (NYFA) for:

- Development of skills and knowledge, supported by the Fellowship Cohort learning opportunities and an individualized professional development budget.
- Tailored 1:1 networking support to explore potential career paths post-fellowship across the philanthropic sector and adjacent fields.

The Fellow will also benefit from attendance at local and national stakeholder meetings and conferences.

POSITION SUMMARY

The Marketing and Communications Fellow supports Rochester Area Community Foundation's efforts to strengthen community awareness, engagement, and philanthropy through strategic and creative storytelling. This role develops and manages content and marketing initiatives to promote the Foundation's programs, services, and events, ensuring brand consistency across all channels. Working closely with internal teams, particularly Philanthropic Engagement, the fellow helps design campaigns and communications that deepen donor relationships and inspire giving. Responsibilities include managing editorial calendars, writing and producing multimedia content, analyzing performance data, and maintaining organized content systems.

The ideal candidate combines creativity with analytical thinking to deliver clear, meaningful messages that reflect the Foundation's mission and impact across the region. This position, like all our roles, will

be responsible for both performing specific job functions to advance diversity and equity and contributing to an inclusive run organization.

ESSENTIAL FUNCTIONS

- Develop and manage content and marketing initiatives, promoting programs, services, and events while fostering cross-functional collaboration.
- Create and manage an editorial calendar for digital communications, publications, advertising, emails, and marketing materials to drive exposure, influence, and engagement.
- Write marketing content, including articles, website copy, social media posts, email newsletters, brochures, and campaign materials.
- Create dynamic short-form video content.
- Monitor and analyze content performance to provide data-driven recommendations.
- Conduct audience research to ensure content is relevant and impactful to target audiences.
- Manage and maintain content repositories in an organized and easily accessible manner for future use.
- Manage and support the development and execution of marketing campaigns, fundraising efforts, and events.
- Ensure the effective delivery of information, audience engagement, and excellent customer service through listening and data analysis.
- Partner with the Philanthropic Engagement Team to strategize, identify and execute ways to grow donor base and ensure long-term relationships are strengthened. • Develop collaborative working knowledge of donor services and engagement, fund types offered by the foundation including, organizational endowment funds, scholarship funds, donor-advised funds, along with permanently endowed funds supporting programs, projects, and organizations in the region.
- Help coordinate systems to implement Diversity, Equity, and Inclusion organization-wide priorities.

OTHER DUTIES

- Other duties as assigned or requested.

SUPERVISORY DUTIES

- This position does not supervise any staff.

EDUCATION & EXPERIENCE

- Bachelor's degree in English, marketing, communications, graphic design, multi-media or related field
- 1-2 years in content creation or digital marketing

KNOWLEDGE, SKILLS & ABILITIES

- Strong writing skills for various audiences
- Operate video and photo editing programs for short-form video
- Ability to ideate and collaborate
- Basic creative skills for content development, including design, photography, and videography.
- Possess a deep understanding of a diverse community and a demonstrated commitment to principles of diversity, equity, inclusion, and cross-cultural topics

- Culturally responsive to specific identities such as race, gender, sexual orientation, ability, age, gender, gender expression etc.

ADDITIONAL INSIGHTS

The Fellow will have a flexible hybrid schedule as determined with the supervisor, including some time onsite (weekly) at the Foundation, work from home and time in the field getting to know community and partners. The Fellow will also have regular connections and training opportunities with a larger cohort of emerging fellows from several foundations for which Ralph C. Wilson provides support.

PHYSICAL DEMANDS & WORK ENVIRONMENT

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- *Position operates in a professional office environment. This position routinely uses standard office equipment such as computers, phones, photocopiers, and filing cabinets.*
- *This is a largely sedentary role; however, some filing is required. This would require the ability to move files, open filing cabinets and bend or stand as necessary.*
- *On occasion may be exposed to outdoor elements while attending, presenting, or otherwise participating in a work-related event outdoors.*
- *Travels in the eight-county region on a frequent basis.*

COMPENSATION & BENEFITS

This full-time, exempt position offers a starting salary range of \$50,000 to \$60,000, commensurate with experience. Rochester Area Community Foundation offers a comprehensive benefits package, including:

- *Access to an employer-sponsored healthcare plan*
- *Dental and vision coverage*
- *Paid vacation, personal, and sick time*
- *A robust paid holiday schedule*
- *A retirement plan with employer contribution, subject to service requirements.*
- *Opportunities for professional development and training*

We are dedicated to fair and transparent compensation practices. The salary for this role is determined by several factors, including the candidate's level of experience, education, and skill set, as well as internal equity and market data.

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.

To Apply: Submit your resume and cover letter through [Indeed.com](#). [Click this link to apply](#). No phone, email, or dm inquiries, please.