

**The Rockefeller Foundation**  
**Position Description and Specification**

**Title:** Web Content and Online Community Manager  
**Department:** Communications  
**Reports to:** Director of Communications  
**Direct Reports:** None  
**Location:** New York  
**FLSA Status:** Exempt  
**Travel:** Occasional  
**Effective Date:** March 2010

**Position Summary**

The Rockefeller Foundation is looking for a strategic web content and online community manager. Major responsibilities will be to develop an integrated web strategy that web content (video, audio, visual and written) with social networking/online community management components.

The Foundation has just launched a new site which is a key component of a larger RF strategy to develop an integrated external outreach strategy that combines web and social networking, marketing and media outreach. And thus, the manager will work closely with the Director of Communications and the media relations team to communicate a cohesive and impactful public image via an integrated media, web and social media strategy.

The ideal candidate will possess the following important attributes: excellent writing and editing, web technology savvy and an understanding of market segmentation. The position offers a promising opportunity for someone with good energy and creativity who understands how to work within a complex organization with a deep legacy of achievement and rich content.

**Duties and responsibilities include, but are not limited to:**

Web Management

- Develop, implement and manage written content for RF corporate site, ensuring brand message consistency, relevance to key target audiences and accuracy. As part of this, effectively develop and manage a content schedule, taking a lead role with stakeholders throughout the Foundation.
- Establish site standards, assuring consistent look and feel throughout the web.
- Create and maintain web page Meta tags (title, key words, descriptors) to support SEO efforts, aligning with site taxonomy.
- Monitor results in top search engines, identify and implement improvements where appropriate. Track and report monthly on web metrics.
- Write and implement copy for new promotions and initiatives as needed.
- Conceptualize and implement new web site content – written, video, podcast, blogs and other social networking outreach (see below) as relevant

## Social Networking/Online Community Management

- Develop and help manage online social network outreach working closely with the Director of Communications and media relations.
- Work closely with the Director of Communications and media relations to recommend and deploy an appropriate mix of communications tactics with emarketing, blogs, social networks, online community groups and forums to drive traffic.
- Leverage external online media such as Facebook, Twitter, YouTube and others to drive engagement with RF and its works, working in close tandem with media relations.
- Maintain extensive domain knowledge in social networks, keeping up to date on latest trends, technology and best practices in technology and social media.
- Be a resource to others throughout the Foundation.

## **Qualifications**

- Positive, self starter with client services orientation.
- Possess basic knowledge of market segmentation and branding
- Knowledge of online promotion, e-marketing, interactive technologies, web site development and social networks
- Understanding of current web technologies, relevant blogs, and listservs
- Understanding of SEO and able to incorporate and guide others in copy development
- Exceptional written and oral skills with in-depth knowledge of online copywriting principles
- Ability to translate technical expertise into everyday language
- Demonstrated ability to multi-task and juggle multiple demands in a fast-paced dynamic environment
- Demonstrated creativity, enthusiasm, commitment, team-work and drive in approach to work
- Ability to interact well with all levels of the Foundation
- Microsoft Office – Word, PowerPoint and Outlook
- Working knowledge of HTML with the ability to code basic HTML
- Understanding of web development practices and best practices
- Photoshop
- Ability to create specifications and schedules to drive project through to implementation

## **Education, Training and Experience**

- A Baccalaureate degree, preferably in communications
- 5 plus years working with an online content management systems
- 3 years of relevant experience in project management, with an ability to focus on details and deadlines
- Experience and skills in the creation and deployment of web ready content, including text, photo, graphics, video and audio.

- Experience with Brightcove or other video management systems

### **Physical Demands and 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.

While performing the duties of this job, the employee is regularly required to sit and use hands to finger, handle, or feel objects, tools, or controls. The employee frequently is required to talk and hear. The employee is occasionally required to stand; walk; reach with hands and arms; and stoop, kneel, or crouch.

The employee occasionally lifts and/or moves up to 10 pounds. Specific vision abilities required by this job include close vision, color vision, peripheral vision, depth perception, and the ability to adjust focus.

The work environment is usually a quiet one.

### **Application Process:**

For confidential consideration please contact our search firm:

[RockefellerWebContent@machlowitz.com](mailto:RockefellerWebContent@machlowitz.com)

Please understand that only those who most closely match the specifications sought may be contacted.

*The Rockefeller Foundation is committed to the principles of equal employment opportunity, and to compliance with all federal, state, and local laws concerning employment discrimination, including the Americans with Disabilities Act. To this end, the Foundation ensures equal opportunity to all employees and applicants regardless of race, color, age, gender, sexual orientation, religion, marital status, national origin or ancestry, citizenship, lawful alien status, physical, mental, and medical disability, veteran status or liability for service in the United States Armed Forces.*