

POSITION ANNOUNCEMENT

DIGITAL COMMUNICATIONS ASSOCIATE

Status: Full Time/Exempt

Location: Remote or Brooklyn, NY

Reports to: Sr. Director of Communications

Apply: By March 17, 2023 (rolling)

ABOUT GRANTMAKERS FOR GIRLS OF COLOR

Grantmakers for Girls¹ of Color (G4GC) works to amplify and mobilize resources to support the transformative organizing work to dismantle systems of oppression in the United States that is led by girls, femmes and gender-expansive youth of Color. G4GC envisions a world in which all girls are healthy, safe, and thriving. We recognize that girls of Color hold particular vulnerabilities because of their age and other intersecting identities; and yet they also hold immense power to drive transformation. At the same time, girls of Color are often invisible across funding priorities, efforts to address policy change, and in systems and programming. We believe that investing in building the power of girls and responding to their vulnerabilities is critical to creating meaningful change with and for them, their communities, and this country.

Through our grantmaking, research, communications, and donor organizing efforts, we work to promote and leverage strategic partnerships and build community across philanthropy, connect funders to movements through targeted programming that centers the wisdom and leadership of girls and gender-expansive youth of Color, foster community among movement leaders, and conduct and support research to advance philanthropy's ability to better respond to the needs of girls, femmes and gender-expansive youth of Color. Since August of 2019, G4GC has been a fiscally-sponsored project of Rockefeller Philanthropy Advisors.

Visit www.grantmakersforgirlsofcolor.org to learn more about G4GC's programs and operations.

ABOUT THIS POSITION

We're looking for a versatile Digital Communications Associate to oversee social media strategies across platforms, and contribute to communications and narrative aspects of G4GC's work that support the wellbeing, joy, and safety of girls and gender-expansive youth of Color. Reporting to the Senior Director of Communications, the ideal candidate has exceptional written and verbal communications skills, has at least 3-5 years of experience working in a communications role, ideally at a mission-driven organization with a racial justice lens. They will have experience managing social media strategies and teams. They will collaborate with our G4GC team and consultants, and supervise work with programmatic staff to develop, create, and implement

¹ G4GC defines "girls of Color" as any cis, trans, gender-expansive, non-binary and/or any girl- or femme-identified person age 25 and younger who identifies as Black, Indigenous, Latina, Asian, Arab, Pacific Islander, and/or other People of Color.

strategies that align with G4GC's mission, purpose, and values. Experience editing videos and project managing is a plus.

Core Characteristics and Skills

- Passion for the Mission & Relationship Builder
The Digital Communications Associate will be a champion of our constituents, including donors and peer funders, grantee partners and practitioners, and girls of Color. They will have a passion for improving outcomes and expanding opportunities for girls of Color, and will have the skills and enthusiasm to support the G4GC team to advance our mission.
- Experience: The ideal candidate will have at least 3-5 years of experience working in a communications role, ideally at a mission-driven organization with a racial justice lens, and 1-3 years experience supervising others.
- Desire to Support Communications that Center Girls of Color
The Digital Communications Associate will have demonstrated ability to work with youth of Color, as well as non-profit and philanthropy-focused organizations. They will have a passion for advancing narratives about girls, femmes and gender-expansive youth of color that speak to their full power and dignity. They will be adept at executing communications as needed, and able to think creatively about how to engage young people and grantee-partners in communications efforts across platforms.

Key Responsibilities

- Ideate, develop, and generate communications and digital media content that advance the mission, values, and purpose of G4GC, and can be adapted to various platforms (social media, website, podcasts, presentations, videos).
- Manage social media platforms, strategy, and creators, collaborating with Senior Director of Communications. Analyze engagement data, identify trends and plan digital campaigns to build communities.
- Advance social media strategies that make best use of current and emerging platforms to reach specific audiences, and ensure consistent messages across platforms.
- Manage and update websites, and strategize to ensure efficiency of websites and consistent messaging across platforms.
- Collaborate with programmatic staff, communications consultants, partner organizations to support partnerships.
- Work closely with Sr. Director of Communications in overall communications that align with G4GC's development efforts and goals.
- Work with G4GC programmatic staff to support grantee partners' communications capacity.

Required Qualifications

- **Strong communicator**: Exceptional written and verbal communication, and skilled in translating complicated topics into accessible, compelling, story-driven narratives.
- **Writing and editing**: Experience writing, editing, and copy editing content for various channels and platforms (websites, social media platforms, newsletters, emails), and keen attention to detail.
- **Social media management**: Expertise managing various social media platforms, collaborating with contractors and team to generate and edit values-aligned content, and solid background analyzing metrics and creating social media campaigns.
- **Website maintenance**: experience working updating websites, UX expertise, metrics overviews, and collaborating with consultants to migrate content.
- Experience and familiarity working with various website platforms, including WordPress.
- **Movement communications**: At least 3 years of experience in communications. Experience in communications for nonprofit and/or philanthropic organizations preferred.

- **Management experience:** Experience working and collaborating with youth, and a shared commitment to serving the unique needs and challenges of girls across the spectrum of cisgender, transgender or gender-expansive youth of color in the United States and territories.
- Demonstrated understanding of how race, ethnicity, gender expression, sexuality, and age shape experiences with power and access to opportunity, particularly in the U.S. context.
- Experience in adapting to changing models, embracing current and emerging communication platforms. Agility and ability to quickly course-correct in changing or complicated political environments and communities, both internally and externally.

Preferred Qualifications

- Experience creating, ideating, and editing videos and podcasts.
- Experience working on social justice and fundraising campaigns.
- Experience working with remote team members.
- Commitment to G4GC’s values.
- Project management experience

ABOUT COMPENSATION AND BENEFITS

The salary range for this position is **\$75,000 to \$85,000** commensurate with experience, plus a competitive benefits package including health coverage, retirement benefits, paid sick leave, vacation and holidays, tuition reimbursement, and access to professional development resources.

HOW TO APPLY

Please email a résumé and cover letter that includes examples of your social media projects. Include a list of three references, and send with the subject line “G4GC Digital Communications Associate” to: Josefina@g4gc.org on or before 5 p.m PST on Friday, March 17th, 2021 (**Application deadline is rolling, but submission by March 17th is recommended**). Email applications are required. One combined PDF file is preferred. Note that application review begins immediately and candidates will be notified in advance of any outreach to references. Position open until filled. Find other career opportunities on [G4GC careers](#).



As a project of Rockefeller Philanthropy Advisors, Grantmakers for Girls of Color is a values-based equal opportunity employer. We have a deep commitment to building transformative culture and challenging racism, sexism, homophobia and oppression in all its forms. We strongly encourage people of Color, women, LGBTQ individuals, differently-abled people, formerly incarcerated people and people of any and all traditionally marginalized identities to apply. Applicants will not be discriminated against because of race, color, sex, sexual orientation, gender identity or expression, age, religion, national origin, disability, ancestry, marital status, veteran status, medical condition or any protected category prohibited by local, state or federal laws.
