

THE FORD FOUNDATION  
320 EAST 43RD STREET  
NEW YORK, NY 10017

**POSITION ANNOUNCEMENT**  
**Digital Content Marketing Lead**

**SUMMARY DESCRIPTION:**

Reporting to the Director of Communications, the Digital Content Marketing Lead (DCML) is a pivotal player in the Office of Communications working with a talented team of content producers and strategists to set digital content and marketing strategy and priorities. He/she will have deep expertise in digital marketing and content best practices (including SEO, web content optimization, paid and organic promotion, UX, strong journalistic and editorial insights), experience in growing and engaging online audiences and will be ahead of the curve on trends in the digital space.

The DCML has proven talents as a storyteller and an appreciation for the potential of a story to engage audiences and move them to action. He/she is a smart strategic thinker with keen editorial instincts and writing skills as well as ability to spot opportunities and the stories to harness them. The successful candidate has a fascination with ideas, an aptitude for reducing complex issues to easily understandable concepts. Creating content from scratch as well as repurposing and editing digital materials will also fall to the DCML.

The DCML is an evangelist for the power of good digital content and smart marketing strategies. He/she will have an abiding curiosity for what's new and effective in digital marketing practice and a commitment to getting quality content in front of key audiences. An appreciation of measurement and metrics is also key.

The DCML will have a lead role in developing the digital skills and expertise of program staff and leadership throughout the foundation and ensuring that staff understands how best to use the digital space to move the needle on social change. Fostering close relationships with program teams and the foundation leadership will be of paramount importance as will developing a firm understanding of program strategies and priorities.

The DCML will work with teams throughout the foundation and across the office of communications including the strategy, art and design, web and public engagement teams and work closely with the OC management team on strategy and priorities. Of key importance will be the partnership with the Lead Writer and Editor who plays a pivotal role in setting editorial guidelines and direction, developing our online style, creating and editing content and brainstorming ideas.

The DCML will be the overall project manager for the digital content team - responsible for coordinating workflows and ensuring that all content-related projects are executed and delivered in a timely manner. He/she will have an overview of all the projects underway at any time to ensure that they are aligned, in sync and complimentary to each other. He/she will be an experienced manager who can prioritize projects, oversee schedules, ensure communication between team members, and track the progress of projects underway at any given time. The DCML also has responsibility for nurturing creativity and productivity within the team and

contributes ideas for the creation, curation, distribution and redistribution of all forms of content. The DCML reports to the director of communications and will work closely with the head of digital.

### **RESPONSIBILITIES:**

- Defines digital content strategy and priorities, particularly marketing plans, to further the foundation's institutional and programmatic goals
- Facilitates digital content team's creative process and helps ensure ideas are translated into concrete strategies, activities, and tactics
- Ensures projects in all digital content channels stay on track—including the web, social media, and multimedia
- Facilitates and leads creative brainstorming sessions to develop new ideas for content development and digital/social engagement
- Creates content from scratch and repurposes other material for digital use
- Develops guidelines for content creation and marketing for all digital channels and ensures their implementation
- Fosters close relationships with program teams and the foundation leadership and develops a firm understanding of program strategies and priorities
- Develops strategies to maximize and grow audiences and deepen engagement
- Coordinates reports and analytics to evaluate the effectiveness of content and marketing projects
- Writes and edits content for any communications channel—from print to social—as needed

### **REQUIRED QUALIFICATIONS:**

- BA/BS plus at least 8 years' experience in progressively responsible content marketing and public interest communications roles, or an equivalent combination of education and experience
- Experience in or demonstrated interest in fields related to the foundation's mission and grant-making
- Experience as a manager who can prioritize projects, oversee schedules, ensure communication between team members, and track the progress of projects underway at any given time.
- Experience growing and engaging online audience
- Strong knowledge of – and hands-on experience with – digital communications and social media and continuing interest in developments in the digital space
- Experience developing content to advance social change

### **PREFERRED QUALIFICATIONS:**

- Experience in leading the development of comprehensive outreach strategies
- Ability to work independently as well as in collegial, mutually supportive team environment
- Strong understanding and experience related to international issues
- Master's degree in related field
- Superior written and verbal communication skills
- Familiarity with foundations and the nonprofit sector
- Non-profit and/or government communications background
- Proven conceptual, analytical and project management skills

### **ALIGNMENT TO THE MISSION AND CULTURE OF THE FORD FOUNDATION:**

- Commitment to the Foundation's mission and core values of equity, fairness and diversity
- Personal qualities of humility, capacity for self-reflection, and a sense of humor
- Discretion and ability to handle confidential issues
- Action-orientated and entrepreneurial self-starter who can work well independently and in teams

**SALARY:** Salary is based on experience and on the Foundation's commitment to internal equity. A generous benefits package is provided.

To apply for employment, please visit <http://www.fordfoundation.org/careers>.

*Equal employment opportunity and having a diverse staff are fundamental principles at The Ford Foundation, where employment and promotional opportunities are based upon individual capabilities and qualifications without regard to race, color, religion, gender, pregnancy, sexual orientation/affectional preference, age, national origin, marital status, citizenship, disability, veteran status or any other protected characteristic as established under law.*

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