



## **Communications Associate**

The William Penn Foundation is a leading American philanthropy located in Philadelphia. With over \$2 billion in assets and a \$100+ million annual grant budget, the Foundation is a vital part of the civic life in one of the country's most important and historically significant regions. The Foundation has charted a vision consistent with its enduring focus on education, the environment, and the cultural vitality of Greater Philadelphia.

Our team is inspired by the projects and organizations we support through our grants. We seek candidates who are equally passionate about Philadelphia and believe change can occur through collaboration, hard work, and a dash of fearlessness!

Come join us! The William Penn Foundation is now hiring a **Communications Associate** to start in early 2019.

## **Position Summary**

The Communications Associate will primarily focus on the arts, culture and public space program, known as Creative Communities. This individual will be responsible for helping with strategy and execution for all communications activities for the Creative Communities grant center. This work will include creating a communications plan, developing website and other collateral content, media relations, managing social media content, production of digital content, planning and execution of convenings, release of new research or evidence, and other activities. This position will also identify new venues for sharing information about the Foundation's work and its grantees and will help manage relationships with outside consultants. The Associate will participate in all key Creative Communities team activities with the expectation that s/he will become fully-immersed in all Creative Communities work. The Associate will also support the Communications Director with broader communications initiatives for the Foundation, and may support other program areas.

## **Responsibilities**

- Generate story ideas related to Creative Communities projects by meeting with the Program Director to identify new opportunities for press and securing coverage.
- Conduct interview preparation work – reporter background, search of relevant articles, prep of key messages, and spokesperson prep.
- Identify opportunities for commentaries and op-eds.
- Identify strategic opportunities for WPF to offer comments on arts and public space-related stories by monitoring relevant national industry news and trends.
- Generate Creative Communities related content for materials including the newsletter and annual report.

- Manage and produce Creative Communities Twitter content and participate as a member of the Foundation's social media team.
- Ensure that new, engaging, and consistent information is posted regularly on the Foundation website and other media outlets.
- Create and maintain Creative Communities contact management system in Salesforce.
- Plan and implement Creative Communities related events and convenings.
- Prepare Creative Communities team for speaking engagements at conferences, meetings, and convenings.

### **Expected Competencies**

- Excellent writing and editing skills with experience writing for different audiences in various formats.
- Ability to construct a compelling narrative based on a defined set of information.
- Rapid generation of materials for public consumption, including PowerPoint presentations, press releases and brief comments.
- Ability to quickly understand information, synthesize findings, and make recommendations; demonstrated ability to learn and master new issues quickly.
- Demonstrated project and time management skills ensuring all deadlines are met. Able to define project scope, roles, responsibilities and deliverables.
- Excellent organization, prioritization, and judgment. Strong detail orientation and follow-through.
- Track record of strong ownership of work, active self-management, and initiative.
- Adaptable and flexible to changing environments. Able to identify new approaches to support a dynamic organization.
- Capable and willing to do work at all levels, including thinking and working strategically and also performing administrative tasks.
- Demonstrated team-orientation with the ability to collaborate and achieve actionable results with others; build robust and sustainable relationships through strong interpersonal skills. High degree of integrity, poise, humility, diplomacy, and tact.

### **Education, Training and Experience**

- A minimum of 5 years of relevant work experience is required in communications
- Bachelor's degree required, preferably in Communications or Journalism.
- Digital experience including website management, social media strategy and implementation, management of eblast campaigns, and familiarity with contact management systems such as Salesforce.
- Creative/design experience such as shooting and editing video, audio and photography preferred.
- Strong media relations experience developing story ideas and success generating coverage.
- Experience developing communications strategies and implementing them.
- Experience in setting priorities, long-term project management, coordination and management while working under tight deadlines.
- History of successful work with communications and event-planning agencies and vendors.

***The William Penn Foundation is an Equal Opportunity Employer, and encourages applications from individuals underrepresented in the philanthropic sector, including people of color, and persons with non-traditional work and educational experience. All who believe they meet the stated qualifications are invited to apply. Applications may be submitted to [wpfjobs@williampennfoundation.org](mailto:wpfjobs@williampennfoundation.org).***