



Arcus Foundation Position Description

Position: Digital Communications Coordinator (Consultant)

Location: New York, NY

Reports to: Digital Communications Manager

Duration: 35 hours/week for a one-year contract

Updated: March 2020

Organization Summary:

Founded in 2000, the Arcus Foundation is dedicated to the idea that people can live in harmony with one another and the natural world. Arcus' work is based on the belief that respect for diversity among peoples and in nature is essential to a positive future for our planet and all of its inhabitants. Arcus is among the most consistent funders of social justice work pushing for the safety, acceptance, and inclusion of LGBTQ people around the world, and of conservation work to ensure the world's great apes and gibbons can thrive in their natural habitats. The Foundation works globally and has offices in New York City and Cambridge, United Kingdom. To learn more, visit: www.arcusfoundation.org.

Position Summary:

The Digital Communications Coordinator is an experienced communications professional highly skilled in sourcing, analyzing, summarizing, scheduling, and publishing digital content—especially engaging social content—for a nonprofit, news, media, or similar organization. They will be familiar with using a content management system—requiring basic knowledge of HTML—a digital asset management system, and basic photo editing tools. They will be experienced in either or both of the fields of human rights and/or wildlife conservation and have proven experience in telling stories, growing engagement, and managing editorial calendars. They will work in Arcus' New York office and demonstrate a commitment to Arcus Foundation's mission and values.

The successful candidate will be responsible for timely publishing on all Arcus social media channels—including Facebook, Twitter, Instagram, LinkedIn, Vimeo, and YouTube¹—through monitoring of Arcus grantee channels and relevant news sources, and collaboration with grantee communications staff. Additionally, they will:

- Support production of other digital publications, such as pages of arcusfoundation.org and stateoftheapes.com, and assets, such as videos and blogs
- Contribute to the maintenance and promotion of a media asset library

¹ Arcus uses the handles @arcuslgbt and @arcusgreatapes on all social channels except Vimeo and LinkedIn, where we can be found at @arcusfoundation and by searching Arcus Foundation, respectively.

- Assist with the acquisition of new assets for the library and for use on social and web pages
- Contribute to the monitoring and presentation of performance metrics
- Write, edit, proofread, and coordinate other digital and print materials as needed

Responsibilities include upholding the following:

Timeliness

Updating and coordinating editorial calendars; Monitoring and updating Twitter lists and scanning tools and subscription lists, establishing systems for comprehensive review of partner and grantee outputs; Responding to user engagement patterns and adjusting editorial accordingly; Following news and current affairs at the national and global level, and finding opportunities to link coverage with grantee work and perspective.

Accuracy

Writing clear, clean, concise and engaging copy in accordance with editorial guidelines and stylesheets; Unwavering attention to detail in all aspects of editorial production, including spelling, punctuation, hashtag application, tagging, and hyperlinking; Resolving editorial questions in consistent manner using relevant source documentation.

Relevance

Ensuring digital content is aligned with Arcus institutional mission and program strategies; Achieving balance in coverage of both program areas across all digital properties and of content sourced from grantees, partners, and others; Responding to user engagement patterns and adjusting editorial accordingly.

Voice

Implementing Arcus values through production of all editorial content; Exercising editorial judgment on subject matter and framing of all content to further Arcus mission and strategies and support the work of partners and grantees.

Qualifications:

- Undergraduate degree in communications, journalism, marketing, or related field
- A minimum of 4 years professional online communications experience
- Work experience or demonstrated interest in the fields of global human rights and/or conservation
- Excellent written and verbal communication skills with engaging storytelling abilities
- Love for metrics
- Experience with content management systems, social media scheduling tools, and social media channel functionality
- Proven track record working in close knit, multicultural teams in global time zones
- Demonstrated respect for diversity, equity, and inclusion
- Proven track record adapting to technological change and innovation
- Collaborative spirit and sense of humor

Application Process:

Candidates should submit a resume, tailored cover letter, and links to writing samples or relevant digital properties via **arcusfoundation.org/employment**. Please include fee requirements in your cover letter, as well as your preferred start date and confirmation of U.S. work authorization. Applications will be accepted until the end of March. We will contact only shortlisted candidates who have submitted complete applications.

The Arcus Foundation is an equal opportunity employer and is firmly committed to complying with all federal, state and local equal employment opportunity ("EEO") laws. The Arcus Foundation strictly prohibits discrimination against any employee or applicant for employment because of the individual's race, creed, color, sex, religion, national origin, age, sexual orientation, height and weight, disability, gender identity or expression, marital status, partnership status, genetic predisposition or carrier status, military status, arrest record, and any other characteristic protected by law.