



## **Job Announcement**

<b>Job Title</b>	<b>Digital/Graphic Communications Associate</b>
<b>Department</b>	<b>Communications</b>
<b>Reports to</b>	<b>Chief Communications Officer</b>
<b>Location</b>	<b>New York, New York</b>
<b>Status</b>	<b>Full Time</b>

### **ABOUT WELLSPRING**

Wellspring Philanthropic Fund is a private grantmaking foundation dedicated to advancing the realization of human rights and social and economic justice for all people. With offices in Washington, D.C. and New York, N.Y., Wellspring’s work is rooted in respect for the dignity and worth of every human being.

Wellspring’s Communications team develops and implements communications strategies and plans designed to advance foundation and programmatic goals. We set the strategy and direction for all internal, external, and donor communications that support the executive leadership and the staff. The Communications team operates with an equity lens, building collaborative relationships while continuing to learn, adapt, and improve. This position offers a unique and exciting opportunity to contribute to developing the branding and inspiring content that supports the foundation’s mission and goals, and tells the story of Wellspring’s work for key audiences – both internal and external.

### **THE OPPORTUNITY**

The Digital/Graphics Communications Associate will work collaboratively with other members of the Communications team, with other Wellspring staff, and with external partners, including consultants and vendors, in working to achieve the Foundation’s communications objectives. Reporting to the Chief Communications Officer, the Digital/Graphics Communications Associate will be based at Wellspring’s headquarters in New York.

### **KEY RESPONSIBILITIES**

As a member of the Communications team, the Digital/Graphics Communications Associate will collaborate on and/or support the planning, organizing, directing, and implementing of the communications strategy toward increasing clarity and transparency of information shared across the Foundation. Specifically, they will have primary responsibility for maintaining and updating Wellspring’s website and donor microsite, designing Wellspring’s collateral, providing input on branding, and function as an integral part of driving the revamp of Wellspring’s intranet. The

Communications Associate will apply their knowledge, skills, and expertise to support a range of workstreams, including:

### **Internal communications**

As a private foundation, communications at Wellspring has a major focus on internal communications and advancing institutional culture and values, including on diversity, equity, inclusion, and belonging (DEIB). Duties include:

- Designing and sharing Wellspring's internal staff newsletter, which curates staff updates, contributions, and office news
- Develop engaging graphics to share information and news with WPF employees
- Collaborate on the development, design, and management of a new intranet and digital workplace to be a central, reliable, and strategic platform for employee collaboration and communication, in partnership with cross-team colleagues

### **Donor Engagement**

- Day-to-day management of Wellspring's donor microsite, including content to showcase our programs and their impact
- Develop and maintain a photo and video library to support the donor microsite, and create other content such as one-pagers and annual reports
- Work with Communications team — as well as Programs and Learning and Evaluation staff — to identify graphic concepts for case studies, impact updates, news items, and other substantive content
- Collaborate on enhancing user experience and bring material to life digitally, including through data visualization and infographics

### **External Communications**

- Support designed communications to grantees and peer funders
- Manage and update website with support from vendor, as needed
- Identify trends and opportunities to enhance Wellspring's website. Suggest and make adjustments to content, design, and tech related to site
- Oversee all website analytics and generate periodic reports for Communications leadership

### **Other cross-cutting work and support**

- Manage multiple communications projects and initiatives concurrently
- Develop brand style guide, branded templates and materials (e.g., presentation decks, banners)
- Design print and digital publications
- Support agendas, note-taking, and follow-up
- Support contracting process and budget tracking
- Provide general communications and marketing support
- Support the research, vetting, selection, pricing, design, and ordering of branded merchandise

## **QUALIFICATIONS**

- Bachelor's degree in design, communications, or related experience
- At least five years of experience with digital and/or graphic design in a communications, marketing, or PR setting, including nonprofit, philanthropy, and/or public affairs
- Experience in social justice/human rights-related setting
- Experience and facility with WordPress, Adobe Creative Suite, MailChimp, and HTML

- Website design conceptualization and web development experience, as well as video and other multimedia skills are a plus
- Team player with ability to work collaboratively
- Excellent writing and verbal communications skills and copyediting/proofing skills
- Ability to work independently, handle multiple projects and possess strong project-management and organizational skills
- Excellent interpersonal skills with the ability to foster trust and build relationships
- Experience in and enthusiasm for translating complex ideas into more graphically appealing and understandable information
- High degree of comfort with rapidly changing, ambiguous contexts
- Ability to contribute to a collegial, respectful, and supportive office environment
- Ability to maintain confidentiality around sensitive information
- Understands and values social justice – including racial and gender equity as an organizational operating principle – and is committed to continued learning on issues related to race, gender, equity, diversity, inclusion, and belonging

### **IDEAL CANDIDATE**

The ideal candidate is a skilled, mission-driven problem-solver, who brings an entrepreneurial mindset to generate new approaches, spot opportunities, and initiate action. The candidate should be comfortable contributing to and executing on strategy; with a strong ability to manage projects; and a deep belief in the power of communication to do good in the world. **Fluency in Spanish or French (reading, writing, speaking) is a plus.** The ideal candidate possesses and demonstrates emotional intelligence, strong judgment and tact, and must be committed to Wellspring’s mission and core values: humility, respect, teamwork, and support for others.

### **LIMITATIONS AND DISCLAIMER**

The above job description is meant to describe the general nature and level of work being performed; it is not intended to be construed as an exhaustive list of all responsibilities, duties and skills required for the position. The team member may be required to perform duties outside of their normal responsibilities from time to time, as needed.

### **COMPENSATION AND BENEFITS**

Salary range: \$75,000 - \$85,000 commensurate with experience. Wellspring offers a very generous benefits package, including payment of 100% of the health insurance premiums for employees (and 80% of the premiums for spouses, domestic partners, and qualified family members). Wellspring also offers other benefits including life insurance, long-term disability protection, a group 401(k) retirement plan (with an employer match), support for continuing education, up to \$5,250 in annual student loan repayment or college savings assistance for qualified dependents and is committed to providing transgender-inclusive healthcare.

### **HOW TO APPLY**

For employment consideration, please submit ‘application’ to Chaloner with the subject line “[Your name] – Wellspring Digital/Graphics Communications Associate”. All applications must include:

- a resumé (PDF);
- a thoughtful cover letter, including how you became aware of this opportunity and minimum salary requirements; and
- one (1) writing samples (e.g., talking points, press release; blog post) and three (3) design samples

of graphics, infographics, and/or website design, attached in PDF format.

**\*Please note – A writing and/or design test may be administered. \***

**WELLSPRING’S INSTITUTIONAL CULTURE OF RESPECT, EQUITY, INCLUSION, AND BELONGING**

Wellspring Philanthropic Fund believes we are strengthened by the diversity of our staff, and welcomes such diversity including race, gender identity or expression, educational attainment, disability, veteran status, and personal experience with the criminal justice system. We welcome applications from people of all cultures, backgrounds, and experiences, and we strongly encourage people of color and persons with disabilities to apply. We actively cultivate an institutional culture that reflects the values of respect, equity, and inclusion that we seek through our work to amplify in the larger world.

Wellspring hires, promotes, and retains employees based on their professional qualifications, demonstrated abilities and work performance, as well as on the degree to which these qualities are required in the employment positions made available by the Foundations’ service needs and business requirements. All personnel decisions, including but not limited to recruitment, hiring, compensation, assignment, training, promotion, discipline, and discharge, are made without discrimination based on any protected characteristic as defined by law (e.g., race, color, religion, national origin, citizenship, ancestry, age, disability, gender identity or expression, sex, sexual orientation, marital or familial status, domestic partner status, veteran or military status, genetic predisposition or carrier status, and prior criminal convictions, as well as educational attainment.)

**NOTE:** At this time, our preference is that applicants have authorization to work in the United States.

**COVID-19 HIRING UPDATE**

We have temporarily transitioned to a work-from-home model, and this role is expected to begin as a remote position. To ensure the safety and well-being of our employees, we will continue to monitor the situation and follow the recommendations from the Centers for Disease Control and Prevention (CDC). Once circumstances allow, staff will be required to work full-time from our NY office.