



Digital Platforms Manager

Position Title: Digital Platforms Manager

Reports to: Director of Communications

Direct Reports: N/A

FLSA Status: Exempt

Salary: \$75,000-\$90,000

Location: Cambridge, MA

About Wagner Foundation

Wagner Foundation's vision is a just and robust community where everyone is valued equally and can imagine, shape, pursue, and sustain the lives they wish to lead. In pursuit of this vision, the Foundation's mission is to confront the social and historical disparities that perpetuate injustice. We do this by accompanying organizations aligned with this goal, serving as advocates for change and convening thought leaders. Our focus on health equity and shared prosperity is balanced by a holistic approach which aims to develop and strengthen equitable systems throughout the world. Included in our vision is a belief that art, culture, and creativity are vital to personal well-being and a vibrant society. In its efforts, the Foundation welcomes creative solutions bringing communities together. It is committed to encouraging visionary individuals, as well as arts organizations that expand cultural access. The willingness to explore, ask questions, and support one another makes new solutions possible, transforming culture in the process.

We work diligently to understand challenges, work within systems, and balance immediate and long-term needs. This work is built on our organizational values of accompaniment, striving for equality, building trust, conscious listening, creative change, and leading together.

Please visit www.wfound.org to learn more about our work, methodology, and values.

Position Overview

The Digital Platforms Manager is a new position for the Foundation. Serving as a pivotal figure in raising visibility of grantee partners and amplifying our Foundation's voice and thought leadership, the Digital Platforms Manager will be a key disseminator of our communications strategy. This individual will be a creative thinker, skilled copy writer and storyteller, will be responsible for building community on social media, and will maintain a consistent brand on our digital platforms.



The Digital Platforms Manager will coordinate with a small team of consultants and freelancers to further support the strategic execution of select projects and will work in direct collaboration with the Deputy Director, the Director of Communications, Program Officers, and other Foundation team members.

The successful candidate will have a keen understanding of the relationship between owned and earned media channels with expertise in leveraging owned digital channels. The role requires experience developing social media campaigns and the ability to leverage its capabilities to deliver on our communications goals. The ideal candidate is a holistic, strategic, creative thinker with a commitment to confronting issues of social justice.

Reporting to the Director of Communications, this position is based in Cambridge, MA and requires some domestic and international travel. Our team values and believes in the power of in-person collaboration and we currently operate under a hybrid work model, working 8:00AM-5:00PM Tuesday – Thursday in the office and Monday and Friday remotely. This hybrid model is subject to change.

Primary Responsibilities

The specific duties and responsibilities of this position include, but are not limited to, the following areas:

Content Development & Project Management:

- Work closely with Director of Communications to co-develop and implement a content strategy for the Foundation, leveraging our owned channels: website and social media.
- Collaborate with Director of Communications and a small team of program officers to identify opportunities to amplify the unique work of our grantee partners and connect stories to the Foundation’s larger mission and vision.
- Regularly curate existing partner & philanthropic community content, and occasionally coordinate with freelance videographers, photographers and writers to develop original content and campaigns.
- Manage social media calendar, leveraging external strategic media moments, while prioritizing Foundation’s overarching communications plan.

Social Media:

- Work closely with Director of Communications to co-develop and execute a comprehensive strategy for the Foundation’s presence on social media that aligns with overall communications objectives.
- Oversee the Foundation’s LinkedIn, Instagram, and X channels, including content development, scheduling, and audience engagement strategies to maximize reach.
- Lead copywriting for all social media posts on a regular basis, with guidance from Program Officers.
- Stay on top of emerging trends, best practices, and new features on social channels and proactively integrate them into the strategy.
- Report on engagement metrics using channel specific data insights.

Website:

- Coordinate with external branding agency to take over the ongoing management of the Foundation's website on WordPress once the brand refresh and website update is complete, ensuring consistency and alignment with brand style guide.
- Continually update web content to align with overall communications objectives and media campaigns.

Candidate Profile

You will be a strong candidate for the Digital Platforms Manager position if you possess many, though likely not all, of the following attributes and competencies:

Passion and Commitment

- A passion for Wagner Foundation's mission and a commitment to advancing its goals and embracing its accompaniment approach to grantmaking
- Commitment to the highest standards of ethics, integrity, and inclusiveness
- Commitment to social justice, the desire to confront societal disparities, and the belief that storytelling and shifting narratives can create change

Experience

- Minimum 4 years of proven experience as a social/digital media specialist or in a similar strategic communications role, preferably in a mission-driven setting
- Previous experience drafting and copy-editing social media campaigns
- Knowledge in video production, editing, and optimization for online platforms, with a strong understanding of storytelling techniques and visual communication principles
- Proven record of developing and disseminating compelling and comprehensive communications campaigns for social channels
- Familiarity with podcast production preferred but not required
- Experience designing and delivering advocacy campaigns preferred but not required

Skills and Abilities

- Strong creative communication skills as a way to draw people in and build community
- Extensive knowledge of digital and social media platforms and best practices on LinkedIn, Instagram, and X
- Familiarity with Adobe suite or similar graphic design editing tools
- Familiarity with WordPress or similar web hosting platform
- Strong project management skills including prioritizing tasks, executing deliverables and meeting concurrent deadlines
- Experience with project management platforms; Monday.com, Asana, or similar
- Experience curating relevant news/updates/trends and developing original content
- Excellent copy writing and editing skills as well as a keen eye for and familiarity with graphic design



- An ability to understand and translate dense and/or complex topics into engaging and compelling content, especially in our programmatic areas of Health Equity, Economic Prosperity, and Cultural Transformation
- Demonstrated capacity to take initiative and operate effectively at a strategic as well as a tactical level

Culture and Environment Fit

- Collaborative spirit and ability to adapt in a dynamic environment
- Good listener, who is curious and thrives on sharing ideas and receiving feedback
- Interest, comfort, and strength working in a small, dynamic organization with a start-up orientation
- Experience building relationships with individuals from a diversity of backgrounds
- Willingness and ability to travel domestically and internationally

Compensation & Benefits

The salary range for this role is \$75,000-\$90,000. In addition to competitive salaries, Wagner Foundation is committed to providing a supportive work environment which includes a top-tier benefits package and professional growth through learning opportunities that include conferences, fellowships, leadership programs, and trainings.

In support of our employees and their families, we offer the following benefits:

- 100% employer-paid medical, dental, and short- and long-term disability insurance
- 401(k) retirement plan match up to 5% of employee's own deferrals
- Eligible employees may receive educational assistance for qualified courses
- Wagner Foundation pays 100% of relevant professional membership dues and fees for employees
- Professional development funds available to all employees
- A hybrid work environment with two days per week of remote working (subject to change)

Diversity and Inclusion

Wagner Foundation is committed to creating an inclusive and respectful environment where diversity thrives. We believe that everyone has a unique story to tell, and these stories enrich our understanding of the world.

We seek candidates who bring diverse experiences, perspectives, and backgrounds. We particularly encourage applications from individuals who are underrepresented in the field, including but not limited to individuals from underrepresented ethnic or racial groups, LGBTQ+ individuals, individuals with disabilities, and those from disadvantaged socioeconomic backgrounds.



We recognize that diversity and inclusivity make us stronger and help us better confront the societal disparities we seek to rectify. Our commitment to diversity and inclusion is a core component of our mission and our work.

We are an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age, or veteran status.

COVID-19 Vaccination Requirement

All current Wagner Foundation employees are required to be vaccinated for COVID-19, and we will require any new employees to be fully vaccinated by date of hire as well, absent a medical or religious accommodation as approved by the Deputy Director.

Application and Selection Process

1. **Application Submission:** Interested candidates are invited to submit a resume and cover letter to hr@wfound.org. Applications will be reviewed on a rolling basis with priority given to those submitted by September 30, 2024.
2. **Work Samples:** If selected to proceed in the application process, candidates will be asked to provide work samples demonstrating their skills in copywriting and visual storytelling for social media campaigns.
3. **Assignment:** Final candidates will be given an assignment designed to assess their ability to devise a creative messaging campaign, closely related to the challenges and projects they would tackle in this role.
4. **Interviews:** Successful candidates will be invited to a series of interviews with members of our team. During final interviews, candidates may be asked to discuss their assignment and approach in more detail.

We believe this approach allows candidates to showcase their abilities and potential beyond what is captured in a traditional resume and cover letter, and we are committed to a fair and inclusive selection process.

We appreciate the time and effort all applicants put into their applications.

For more information about Wagner Foundation, please visit www.wfound.org.