



Position Specification

The Pew Charitable Trusts

Vice President, Digital and Creative Communications

Our Client

The Pew Charitable Trusts is a global, nonpartisan, nonprofit organization that uses data to make a difference. By conducting rigorous analysis and working with partners, Pew informs the public, improves public policy, and advances solutions to some of the world's most pressing challenges.

Pew's work spans a wide range of issue areas, including public health, environment, economic mobility, and government performance. The organization is widely recognized for its commitment to accuracy, independence, and evidence-based recommendations.

The communications function plays a central role in advancing Pew's mission by ensuring that research and insights are translated into clear, compelling, and accessible content for key audiences. Through a fully integrated in-house model, the strategic, creative, digital, and media teams maximize the reach and impact of Pew's work.



The Role

The Vice President, Digital and Creative Communications is a critical senior leadership role responsible for shaping and executing Pew's digital communications strategy across platforms. Reporting to the Senior Vice President, Communications, this individual serves as a key advisor and deputy, helping ensure that digital channels effectively advance the organization's priorities and amplify the impact of its research and policy work.

The Vice President will lead a multidisciplinary team responsible for digital content, including web, social media, video, audio, graphics, and data visualization. The individual will oversee Pew's digital ecosystem—including its flagship website—and ensure that content is accurate, engaging, and aligned with the organization's nonpartisan standards.

Working in close partnership with senior leadership and program teams, the Vice President will integrate digital communications into organizational planning, ensuring that complex research is translated into accessible, audience-focused content. The role also requires a strong focus on analytics and performance, using data-driven insights to refine strategies, strengthen audience engagement, and increase overall impact.

Additionally, the Vice President will oversee digital platforms and operations, ensuring best-in-class standards for usability, accessibility, and security, while fostering innovation through emerging technologies and evolving digital practices.

Candidate Profile

In terms of the performance and personal competencies required for the position, we would highlight the following:

Setting strategy

- Develop and articulate a clear, forward-looking vision for Pew's digital and creative communications, aligning digital strategy with institutional priorities and programmatic goals.
- Leverage data, audience insights, and emerging digital trends to inform decision-making and guide strategic investments in content, channels, and platforms.
- Champion innovative approaches to digital storytelling—including multimedia, data visualization, and emerging technologies—to enhance the accessibility and impact of complex research.
- Balance ambition with practicality, ensuring strategies are scalable, sustainable, and aligned with organizational mission, capacity, and resources.

Executing for results

- Drive execution of a comprehensive, integrated digital communications strategy that strengthens reach, engagement, and impact across priority audiences.
- Establish clear performance metrics and accountability frameworks, using analytics to continuously refine content, channels, and audience strategies.
- Lead effectively in a complex, matrixed environment, navigating ambiguity while maintaining focus on outcomes and organizational priorities.
- Promote a test-and-learn mindset, encouraging thoughtful risk-taking and continuous improvement informed by data and audience feedback.

Leading teams

- Build, lead, and develop a high-performing, multidisciplinary digital and creative communications team, fostering a culture of collaboration, accountability, and innovation.
- Mentor senior leaders and team members, strengthening digital capabilities throughout the organization and promoting professional growth.
- Create an inclusive team environment that values diverse perspectives and supports high standards of performance and creativity.
- Lead by example, demonstrating resilience, adaptability, and a commitment to continuous improvement.

Relationships and influence

- Serve as a trusted advisor to senior leadership, providing strategic counsel on digital communications, audience engagement, and messaging.
- Build strong, collaborative relationships across program teams and internal stakeholders to ensure alignment and integration of digital efforts.
- Communicate complex ideas clearly and persuasively, translating technical or research-driven content into accessible narratives.
- Foster a shared sense of purpose, ensuring that teams are aligned around Pew's mission and the broader impact of their work.

Driving sustainability

- Uphold and advance Pew's reputation for accuracy, independence, and credibility across all digital channels.
- Integrate long-term thinking into digital strategy, ensuring sustainable approaches to audience engagement, technology, and content development.
- Stay at the forefront of digital innovation, including AI and emerging tools, evaluating their application to enhance communications effectiveness.
- With the SVP, promote responsible and ethical use of AI, digital platforms, and data, ensuring alignment with organizational values and stakeholder expectations.

Compensation

The salary range for this role is expected to be \$280,000 to \$300,000.

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