

## Senior Marketing Communications Manager

### Organization Overview

Unfortunately, too many people in the U.S. today lack financial security. Too many people are financially vulnerable. For people to pursue their full potential, we need more wealth – of opportunity, of tools, of financial assets – and we need that wealth to be more common.

Commonwealth strengthens the financial opportunity and security of financially vulnerable people by discovering ideas, piloting solutions, and driving innovations to scale. We discover new financial challenges and explore new innovative solutions. We take the most promising of these new solutions and design real world pilots to see if they work. We then collaborate with consumers, employers, the financial services industry, policy makers, and mission-driven organizations to bring these proven solutions to scale and improve the financial security and opportunity of millions of Americans.

Please visit [www.buildcommonwealth.org](http://www.buildcommonwealth.org) for more information.

### Position Overview

The Senior Marketing Communications Manager will be responsible for social media and other content development including designing, developing and executing marketing themes and campaigns, developing social media posts and building online relationships. The role will require management of multiple projects simultaneously including content development/curating (such as social media, blog posts, slide decks, and other collateral) and directing and coordinating of relevant marketing vendor relationships. The role will work closely with the Senior Vice-President, and other members of the marketing team, to develop new strategic marketing activities to support the implementation of a new strategic plan.

### Responsibilities

- Work closely with Senior Vice-President, and marketing team, to develop the strategic direction for all marketing activities.
- Develop project goals, strategies, and work plans for multiple marketing communications projects.
- Assess and adapt plans to effectively execute projects to meet goals.
- Develop and implement social media and other marketing communications content. Closely collaborate with program staff and senior management on content development.
- Establish and track budget for projects.
- Manage multiple vendors including negotiating contracts and task and budget supervision.
- Work closely with Commonwealth staff to amplify the work using established and new external facing marketing initiatives.

- Supervise staff and interns including task and workplan supervision and the development of professional development plans as needed.

## Qualifications

- 8-10 years of demonstrated experience in digital marketing and social media strategy in a Business-to-Business environment
- Bachelor's degree or commensurate experience.
- Exceptional verbal and written communications skills particularly for social media and digital media.
- Ability to collaboratively develop and execute new strategic marketing initiatives.
- Experience leading project teams and managing complex projects with external parties.
- Self-starter, self-motivated, comfort operating with strategic direction and autonomy to deliver results.
- Ability to thrive in a collaborative, fast-paced entrepreneurial environment.
- Comfortable with public speaking and demonstrated ability to develop and deliver effective presentations.
- Familiarity with financial inclusion and/or financially vulnerable populations.
- Passionate about the mission of the organization.

## To Apply

Please send a cover letter and a resume to [resumes@buildcommonwealth.org](mailto:resumes@buildcommonwealth.org) and put "Senior Marketing Communications Manager" in the subject line. This position is open immediately. Candidates will be reviewed on a rolling basis. No phone calls.

*Commonwealth offers a competitive salary and benefits, commensurate with experience and skills. Commonwealth provides equal employment opportunities to all employees and applicants for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, age, disability or genetics.*