

## Strategic Marketing Director Job Description

### Organization Overview:

Commonwealth strengthens the financial opportunity and security of financially vulnerable people by discovering ideas, piloting solutions, and driving innovations to scale. For nearly two decades, Commonwealth has designed effective innovations, products, and policies enabling over a million people to accumulate more than \$3 billion in savings.

Commonwealth understands broad changes require market players to act. That's why we collaborate with consumers, the financial services industry, employers, policymakers and mission-driven organizations. The solutions we build are grounded in real life, based on our deep understanding of people who are financially vulnerable and how businesses can best serve them. To learn more about the organization, please visit [buildcommonwealth.org](https://buildcommonwealth.org).

Diversity of background and perspective are strengths that we value. We are committed to creating a diverse, committed, skilled and collaborative environment, and we are proud to be an equal opportunity employer. Commonwealth recruits, employs, trains, compensates, and promotes regardless of race, religion, color, national origin, sex, disability, age, veteran status, and other protected statuses.

### Position Overview:

Commonwealth is seeking an experienced and data-driven Strategic Marketing Director to join the organization. Your role as the Strategic Marketing Director is pivotal to our organization's growth and visibility. You'll lead strategic efforts, collaborate extensively, and ensure our marketing messages resonate effectively. You report directly to the Senior Vice President of Marketing and contribute significantly to our overarching success. This role is a great opportunity for someone who can think strategically, has extensive knowledge about marketing best practices, thrives within a collaborative team, and makes data-driven decisions. Please join us if you are looking to contribute to a fast-paced, social impact organization.

### Responsibilities:

- Develop and implement impactful marketing strategies that align with Commonwealth's organizational objectives and maximize brand visibility in the public and private sector
- Craft and execute branding strategies that authentically reflect Commonwealth's mission, vision, and values
- Conduct thorough market research and analysis to stay updated with industry trends, audience preferences, and emerging marketing tools to enhance our marketing endeavors

- Manage and evolve organizational assets including website, social channels, podcast and editorial calendar
- Oversees and directs external conference/events and PR program
- Work closely with marketing project leads to ensure project messaging and campaigns integrate with Commonwealth mission, brand and themes
- Develop brand and other marketing guidelines to ensure consistency and tight messaging across all projects
- Monitor and evaluate campaign performance, measure ROI, and provide regular reports to leadership, allowing data-driven decision-making
- Manage two full-time employees and the work of multiple contractors
- Work closely with SVP of Marketing to develop compelling marketing strategies to propel Commonwealth's brand and mission to make wealth possible for all forward
- Contribute to a positive organizational culture through consistent high energy, appetite for learning, and eagerness to collaborate with colleagues

#### Areas of Responsibility:

- **Branding, Design, and Messaging:** Responsible for overall company and product branding, including design, logo, and messaging, both internally and externally. Collaborate with stakeholders for cohesive and accurate communication
- **Integrated Messaging:** Works closely with marketing project leads to ensure campaigns and messaging integrates seamlessly to Commonwealth brand
- **Product Input and Marketing Aspects:** Oversee the marketing and design aspects of research, including branding, naming, logos, design, and promotion
- **Content Oversight:** Oversee marketing content creation, ensuring alignment with strategic messaging, promotion, and engagement goals. Collaborate with project teams to amplify marketing messages
- **External Communication:** Ensure branding consistency and collaborate with project teams for effective communication including managing public relations and conference/event planning
- **Commonwealth Communications Asset Management:** Responsible for website layout, branding, and content as well as podcast, social channels and other Commonwealth channels and assets. Ensuring alignment with branding and strategic objectives
- **Internal Communications:** Ensures marketing programs, branding strategy and campaign results are communicated to the Commonwealth team
- **Reporting and analytics:** Measures and reports on campaign and other asset effectiveness through qualitative and quantitative measures

#### Skills/Competencies:

- Proven experience running a marketing team
- Experience in financial services, fintech, consulting or other B2B environment with complex product offerings for business leaders

- Passionate about the mission of Commonwealth and driving systemic change through promoting financial security and opportunity for people earning lower incomes
- Experience in managing multiple projects, contractor and agency relationships including writers, editors/proofreaders, creative, web development, print and promotional materials
- Excellent verbal and written communication skills, with an eye for design and strong ability to storytell
- Ability to think strategically and actualize strategies through strong execution skills
- Attention to detail
- Robust copywriting skills crafting organizational messaging
- Ability to multitask and possess practical time management skills
- Past work with digital marketing forms like content marketing and social media marketing
- Strong analytical, organizational and prioritization skills.
- Proven budget management abilities
- Strong skills in Google Drive (Sheets, Docs, and Slides), Marketing Automation, Google Analytics, and Hubspot
- Proven ability to leverage strong interpersonal and collaboration skills to facilitate, negotiate, and influence complex issues and decisions

*Commonwealth offers a competitive salary and benefits, commensurate with experience and skills.*

Our staff are the key to our success. The starting annual salary range for this position is \$104,000 - \$111,000, and Commonwealth offers a generous compensation and benefits package that includes a focus on a wide range of professional development opportunities and:

- Medical insurance
- Dental & Vision insurance
- Short- and long-term disability insurance
- Life insurance
- Health Savings Account with employer contributions
- Retirement matching contributions
- Generous paid vacation leave, sick leave, and 16 paid organizational holidays
- Summer Friday schedule between June & Labor Day
- Paid parental leave
- Paid volunteer time off
- Flexible schedules and telework options

### **To Apply:**

Apply online at <https://buildcommonwealth.bamboohr.com/careers>. This position is open immediately. Candidates will be reviewed on a rolling basis. No phone calls.

*Commonwealth provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, age, disability or genetics. In addition to federal law requirements, Commonwealth complies with applicable state and local laws governing nondiscrimination in employment in every location in which the company has facilities. This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation and training.*