

## Marketing Project & Production Manager | 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 change requires 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, dedicated, 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 a Marketing Project & Production Manager (MPPM) to join Commonwealth's team. The role will be part of a passionate, highly cross-functional team dedicated to supporting Commonwealth's mission of creating systemic change for people living with financial insecurity. This individual will also work closely with the Strategic Marketing Director, Senior Vice President, Senior Director of Strategic Partnerships and Engagement, and other members of the marketing team.

The MPPM will serve as the marketing project lead for one or more projects and their responsibilities are to ensure the communications strategy and its implementation are aligned with and moves forward the goals of the project. These efforts are inclusive of the development of detailed marketing plans and the creation of content such as project briefs, research reports, infographics, blog posts, etc. in partnership with the project team(s). This individual will work closely with the Strategic Marketing Director to ensure integration at a strategic and operational level of owned content and to develop strategy around PR and conferences.

The right person for this role has a roll up your sleeves/get the work done mentality. This role is a great opportunity for someone who can think strategically, has extensive knowledge about marketing best practices, thrives on a collaborative team, and makes decisions based on data. Please join us if you are looking to contribute to a fast-paced, social impact organization.

*This is a temporary employment position for a 6-month period. The starting annual salary is \$81,000. A permanent position or contract extension is possible based on grant funding.*

### **Responsibilities:**

- Lead the marketing strategy, development, management, and production for one or more Commonwealth programs—ensuring that marketing goals are met and remain top of mind throughout the life of the project
- Develop project-specific marketing strategy canvas and marketing plan, including communication of KPIs in partnership with Project Owner. Continuously update the plan with new information and ensure the project team is aligned
- Directly project manage and execute all aspects of the marketing plan, including content development, amplification plan, deployment strategies, and post-mortem activities
- Act as marketing contact/liaison with external partners
- Liaise with the organizational marketing team members leading events, press opportunities, social media and newsletter
- Draft grant deliverables summary
- Actively promote continuous learning and improvement, utilizing marketing best practices and bringing that lens to every project
- Support research participant recruiting efforts and engagement as needed
- Communicate and partner with the organizational marketing team on PR and speaking opportunities
- Creatively problem-solve and collaborate with a small, results-oriented team to effectively keep projects on track toward both short-term milestones and long-term strategic objectives
- Contribute to a positive organizational culture with high optimism, appetite for learning, and eagerness to collaborate with colleagues.

### **Qualifications:**

- Meet deadlines while also working collaboratively with team members
- Functions well under pressure in a fast-paced environment
- Brings a positive attitude and a solutions-orientation to challenging situations
- Excellent verbal and written communication skills
- Exceptional project management experience, with the ability to manage various, complex projects concurrently, with a high degree of organization, attention to detail and flexibility
- Strong attention to detail and organizational skills to coordinate multiple project deliverables with diverse stakeholders
- Strong skills in Google Drive (Sheets, Docs, and Slides), Marketing Automation, Google Analytics, and Hubspot
- Strong analytical, organizational and prioritization skills.
- Proven ability to leverage strong interpersonal and conflict resolution skills to facilitate, negotiate, and influence complex issues and decisions
- Passionate about the mission of Commonwealth and driving social change through promoting financial security and opportunity for the financially vulnerable
- Experience in financial services, fintech, consulting or other B2B environment with complex product offerings for business leaders is strongly preferred

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

Our staff are the key to our success. The starting annual starting salary for this 6 month temporary, full time position is \$81,000. Commonwealth also offers a generous compensation and benefits package that includes:

- 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
- 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.*