

Senior Marketing Manager | Job Description

Organization Overview:

Tens of millions of people in the U.S. live with chronic financial insecurity, inadequate savings, and no meaningful wealth, with deeply harmful consequences for themselves, their children, families, communities, employers, and the economy. Black, Latinx, and women-led households disproportionately experience financial insecurity due in large part to longstanding, systemic racism and gender discrimination. Addressing these issues is critical to Commonwealth's work of making wealth possible for all.

For over two decades, Commonwealth's fundamental purpose has remained to create a stronger and more prosperous society where everyone has financial opportunity. Our work has enabled over 2 million people to save nearly \$8 billion on a path to greater financial security and wealth. We are now embarking on a new 4-year strategic plan that seeks greater impact and builds on our systems focus to expand workplace benefits, strengthen partnerships with financial institutions and fintech partners, and explore new frontiers like climate and generative AI.

Commonwealth strengthens the financial opportunity and security of financially vulnerable people by discovering ideas, piloting solutions, and driving innovations to scale. We understand broad change requires market players to act. That's why we take a unique approach to 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.

For more than two decades, we have moved employers to prioritize worker financial security, the financial services industry to bring products to market that better serve financially vulnerable people, and policymakers to pass legislation and take action to enable savings and financial security. To learn more about the organization, please visit 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 Senior Marketing Manager (SMM) to join our 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 work closely with the Strategic Marketing Director, Senior Vice Presidents, Project Owners, Project Managers, and other members of the marketing team. The SMM will serve as the marketing project lead for two or more projects and is responsible for ensuring the communications strategy and its implementation are aligned with and moving forward the overall goals of the project. Specific responsibilities include developing a marketing strategy to message and amplify specific project initiatives, creating a detailed marketing plan, and developing content such as project briefs, research reports, infographics, blog posts, and social media copy, in partnership and close collaboration with the project team(s). This individual will also work closely with the Strategic Marketing Director to ensure integration of owned content at an organizational and operational level, and to develop strategy around PR and events/conferences.

The right person for this role has a roll-up-your-sleeves, get-the-work-done mentality. This is a great opportunity for someone who can think strategically, has extensive knowledge of marketing best practices, thrives in a collaborative team, and makes decisions based on data. A best fit is someone who thrives as much in strategy planning as they do in operational execution. The SMM will project manage the communications plan execution and production implementation, ensuring timely content publication and promotion. Please join us if you are looking to contribute to a fast-paced, social impact organization.

Responsibilities:

- Support the marketing strategy, development, management, and production for two or more Commonwealth programs, ensuring that marketing goals are met and remain top of mind throughout the life of the project

- Create project-specific marketing strategy canvases and marketing plans, including communication of KPIs in partnership with the Project Owner; continuously update the plan with new information and ensure the project team is aligned with strategies
- Project manage and execute all aspects of the marketing plan, including content development, amplification plans, deployment strategies, and post-mortem activities; lead production management for projects and assets
- Act as marketing contact and liaison with external partners
- Liaise with strategic marketing team members leading events, press opportunities, social media, and newsletter
- Write marketing copy for social media posts, newsletters, blogs, and other digital marketing assets
- Draft grant deliverables summaries and contribute to funder trackers and reporting
- Support partner demonstrations through contribution to research methodologies, research participant recruiting efforts, developing partner communications campaign materials, and partner engagement as needed
- Communicate and partner with the strategic marketing team on PR and speaking opportunities
- Actively promote continuous learning and improvement, applying marketing best practices to every project
- Creatively problem-solve and collaborate with a small, results-oriented team to 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

Skills & Experience:

- Exceptional project management experience, with the ability to manage multiple 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 analytical, organizational, and prioritization skills
- Excellent verbal and written communication skills
- Ability to meet deadlines while working collaboratively with team members

- Functions well under pressure in a fast-paced environment
- Brings a positive attitude, flexibility, and a solutions orientation to challenging situations
- Proven ability to leverage strong interpersonal and conflict resolution skills to facilitate, negotiate, and influence complex issues and decisions
- Strong skills in Google Drive (Sheets, Docs, and Slides), Asana or a similar project management tool, and HubSpot
- Passionate about the mission of Commonwealth and driving social change through promoting financial security and opportunity for the financially vulnerable
- Excited about marketing and communications as a tool for influence and achieving social impact goals
- *Experience in financial services, fintech, consulting, or another B2B environment with complex product offerings for business leaders is strongly preferred*
- *Prior marketing/communications agency experience is strongly preferred*
- *Prior D2C experience is valuable for work on partnership demonstrations and pilot programs.*

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 full-time position is \$81,000–\$90,000, and Commonwealth also offers a generous compensation and benefits package that includes:

- Medical insurance (premium free for individual employees)
- Dental & vision insurance
- Short- and long-term disability insurance available after one year of employment
- Life insurance
- Health Savings Account with employer contributions
- Retirement matching contributions (up to 2%)
- Generous paid vacation leave, sick leave, and 17 paid organizational holidays
- Summer Friday schedule every other week between June and Labor Day

To Apply:

Apply online at:

<https://buildcommonwealth.bamboohr.com/careers/43?source=aWQ9MjU%3D>

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.