



Position: Marketing and Communications Officer
Reports to: Director of Business Development
Department: Development and Marketing
Location: San Francisco, California
Position Type: Full-time, Exempt
Start Date: May 2, 2016

Working Solutions (www.workingsolutions.org) is a Community Development Financial Institution (CDFI) whose mission is to provide capital and consulting to help entrepreneurs start or grow small businesses. We prioritize serving low-income individuals, women, and minorities. We support microenterprise growth as a strategy to strengthen the local economy, create jobs, and build strong communities. We provide small business loans (microloans) from \$5,000 up to \$50,000, five years of post-loan business consulting, and referrals to small business resources. The organization was established in 1999 and launched its microenterprise development program in 2005. Since then, Working Solutions has invested over \$10 million in loans and grants in local small businesses, and we've educated thousands of entrepreneurs, resulting in more than 1,400 local jobs. Working Solutions has a growing team of 14 full-time employees with headquarters in San Francisco and satellite offices in San Rafael and Oakland.

Position Overview

Reporting to the Director of Business Development, the Marketing and Communications Officer will work closely with staff and consult with external stakeholders to improve branding, communication, and awareness of Working Solutions, ultimately increasing the number of clients served, the accessibility of Working Solutions services to the community, and the resources to support our programs. This individual will support the Business Development Team, CEO, and Chief Development Officer in spreading awareness of Working Solutions to prospective and current clients, donors, supporters, and community leaders throughout the nine-county San Francisco Bay Area. S/he will utilize innovative marketing strategies and assist with the execution of outreach workshops and other community business events.

Key Duties

Marketing

- Work with Director of Business Development, CEO, and Chief Development Officer to create strategy and implement innovative marketing initiatives that will increase awareness of the organization and clients served.
- Ensure consistent brand guidelines and messaging in all of Working Solutions communication materials.
- Identify award opportunities to highlight Working Solutions and client businesses and complete and submit award nominations.
- Develop and maintain an on-boarding strategy for new employees to integrate into the brand, culture, and mission of the organization.



Communications

- Manage Working Solutions communications channels and calendar, including email marketing campaigns, social media, and other digital and printed marketing collateral (newsletters, annual reports, brochures, client directory, etc.).
- Manage Working Solutions website, ensuring content is up-to-date and accurate.
- Write press releases and conduct public relations efforts for the organization.
- Support Business Consulting Team with client-focused communications, including newsletters and email campaigns, workshop/event administration and marketing, creation and updating of client success stories in every service area, and updates of client-directed website content.
- Develop and manage communication strategy for special projects and initiatives.

Collateral

- Handle print production, including design updates, ordering, and proofing of all materials, including brochures, business cards, and other publicity materials.
- Vendor management of consultants, designers, and printing houses as needed.

Events and Meetings

- Coordinate, plan, and manage outreach and event logistics for all Working Solutions programmatic events, both hosted by Working Solutions and coordinated with community partners, including client networking events, gift fairs, and workshops.
- Support Business Development Team with business development presentations to banks, community partners, and government agencies.
- Support Business Development Team and Leadership Team with preparation for Board meetings and Advisory Board meetings.
- Supervise volunteers and interns to help with communications efforts and manage volunteer involvement for event/outreach support.

Tracking and Reporting

- Maintain up-to-date mailing and email lists.
- Develop and maintain metrics and systems to evaluate the success of marketing campaigns and communications activities.
- Monitor the organization's SEO and Google analytics.
- Support Business Development Team with referral reports for banking partners.
- Conduct quarterly competitive analysis to share with staff and Board.

Required Qualifications

- Bachelor's degree and three (3) years of marketing and communications work experience, preferably at a nonprofit, or related educational experience
- Experience or education in marketing, public relations, and/or branding
- Exceptional and demonstrated communication skills, written and verbal
- Exceptional attention to detail and thoroughness
- Trained or certified skills in Adobe Design Suite (Photoshop, Indesign, and Illustrator)



- Demonstrated social media management experience, with an emphasis on Facebook and Twitter
- Experience with CRM software, preferably Salesforce
- Event coordination experience for events as large as 300 guests
- Excellent interpersonal skills with the ability to communicate a compelling and inspired sense of purpose to external stakeholders and to build buy-in from team members
- Flexibility to incorporate feedback from staff, Board, and other stakeholders for improved marketing and communications
- Able to effectively complete multiple tasks, priorities, deadlines, and responsibilities
- Ability to work independently and cooperatively with staff, volunteers, and clients in a culturally diverse, fast-paced environment
- Ability to be a self-starter and take initiative

Desired Qualifications

- Fluency in Spanish or another language in addition to English is preferred
- Experience with public speaking and comfortable working with external partners to promote and conduct PR and act as a spokesperson for the organization
- Comfortable communicating with all levels of staff including corporate, nonprofit, and public sector executives and Board members
- Knowledge of the field of entrepreneurship, microenterprise, and small business development

Salary Commensurate with Experience

Excellent Benefits: Including but not limited to medical, dental, vision, 401(k), commuter checks, and generous holidays. *This position is based in San Francisco.*

Application Deadline: Monday, April 18, 2016.

Please email resume, cover letter and brief (1 page or shorter) writing sample with the subject line "Marketing and Communications Officer" to jobs@workingsolutions.org.

No phone calls please.

Working Solutions is an Equal Opportunity Employer.