



**Title:** Communications and Marketing Specialist

**Type:** Full Time, Non-Exempt

**Reports to:** Chief Program Officer

**Position Summary:** The **Communications and Marketing Specialist** is responsible for overseeing CBA's internal and external communications, and ensuring that the organization's resources are put to their most productive use. The position reports to the Chief Program Officer and is responsible for developing and implementing CBA's communications and marketing strategy and executing day to day communications tasks.

**Essential Duties:**

- Oversee the development and implementation of CBA's communications and marketing strategy, including working with other staff to:
  - Produce high quality written communications materials (newsletters, web copy, member communications, marketing brochures and factsheets, snippet videos, annual reports, etc.)
  - Improve external communications channels, including CBA's website, surveys, webinars, conferences, and social media presence
- Develop standardized:
  - Communication tools (style guide, messaging guide, website manual, etc.)
  - Marketing collateral
- Design, update and produce marketing, communication, fundraising, and promotional materials
- Draft, edit, proof, and process correspondence and copy related to newsletters, website, annual reports, innovation success stories, mass communication and targeted outreach and other communications projects
- In coordination with the Manager, Member Relations, plan and execute external marketing events, including trainings, conference presentations and exhibit booths, CBA annual symposium, and other external communications channels: website, newsletter, survey monkey/survey tools, E-blasts, webinars, and social media
- Work with Data and Technology Associate to measure and improve external communications channel messaging and distribution.
- Support strategic initiatives to promote CBA "brand" with members and other stakeholders
- Support CBA team through problem solving and implementation of special communication efforts, including logo rollout, grant and project promotion of funders, partners, and other supporters.
- Support CBA Team on additional communication projects as needed
- Travel required (approx. 20% domestic).
- Other duties as necessary (5%)

## **Qualifications and Essential Skills**

### **Required**

- BA or MA in communications, public relations, marketing or management and/or at least 2-5 years of relevant communications/ marketing experience.
- Experience in financial asset building/financial services/financial capability or related field
- Self-starter: a highly organized project manager who can take a project from idea to execution.
- Persuasive: not afraid to talk on the phone and make “warm” calls and other outreach.
- Excellent writing and verbal skills, seasoned presentation skills, experience with both internal and external communications, marketing expertise and the ability to balance multiple priorities.
- Experience with MS Office (Word, Publisher, PowerPoint, Excel) and Adobe Creative Cloud (Acrobat, InDesign and Illustrator specifically).
- Passion for CBA’s mission, with a commitment to helping community development organizations open doors for low income individuals to build credit and gain improved financial access.
- Demonstrated comfort with email marketing platforms (i.e. MailChimp), event management software highly desirable (i.e. Eventbrite).
- Basic web development knowledge (Wordpress or other) is desired.

### **Desirable**

- Experience in credit-building, and credit-related education and direct service.
- Comfort with a fast-paced work environment, multitasking, and large amounts of data or information
- Previous experience learning complex rules and manuals a plus
- Ability to thrive in a highly collaborative environment.
- Knowledge of Salesforce a plus

CBA is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees