

Cooperative Fund of New England

The Cooperative Fund of New England (CFNE) is a community development loan fund that brings together socially responsible investors and cooperatives, community oriented non-profits, and worker-owned businesses in New England (and parts of New York). We envision economic justice for all through thriving cooperative enterprises. Since 1975 CFNE has supported co-ops by providing over \$60 million in flexible financing, as well as customized technical assistance. This has created or preserved thousands of jobs and affordable housing units, without losing any investor funds.

We work for economic, social, and racial justice by advancing community based, cooperative, and democratically owned or managed enterprises with a preference to assisting cooperatives in low-income communities by:

- Providing financial products at reasonable rates
- Developing business skills
- Offering an investment opportunity that promotes socially conscious enterprise

Position Title: *Communications Manager*

Location: Regional

Job Description

The Communications Manager will be responsible for coordinating all of CFNE's communications and marketing activities, as well as producing high-quality content that consistently communicates CFNE's brand while engaging diverse stakeholders, including borrowers, investors, and funders. While staff and freelancers will assist in contributing content, the Communications Manager will anchor the communications strategy and production through currently utilized outlets (annual reports, newsletters, and social media) as well as through untapped or underutilized communications channels (e.g. audio, video, blog). This position requires a broad skill set in writing, design, strategy, and project management, in addition to a demonstrated commitment to social, economic and racial justice.

This position is currently a three day a week (21 hour per week), non-exempt position, working remotely from a home office, reporting to the Executive Director and with a starting salary in the \$30,000 - \$40,000 range for a 60% schedule, depending on experience.

Essential Functions

- Oversee the development of an annual communications strategy that supports the CFNE strategic plan and organizational goals.
- Lead an annual and quarterly planning process to schedule, coordinate, and evaluate CFNE communications.
- Coordinate and collaborate with all staff to source content and to distribute materials involved in communications tasks; review progress reports and meet as necessary to discuss challenges and opportunities.
- Schedule, plan, and coordinate the development of storytelling content (e.g. interviews, case studies, photos, videos, infographics, interactive items, and Spanish translation), including utilizing by freelancers as needed.
- Ensure that all print and digital communications:
 - provide consistent, effective messaging across a variety of education levels,

- languages, and viewpoints.
 - reflect CFNE's commitment to economic, social, and racial justice.
- Promote CFNE's brand, values, visual aesthetic, and tone of voice in all marketing and communications.
- Directly manage specific communications projects, including the planned relaunch of the CFNE website.

Other Responsibilities

- **Meetings:** Attend all Staff meetings (weekly) and Board of Trustee meetings (quarterly).
- **Representation:** Participate in civic and community events, network and ecosystem meetings, committees, and others as assigned.
- **Projects:** Contribute to team effort by working on special projects, programs, and reports as assigned.
- Other duties as assigned.
- Occasional regional travel, including overnight, evening, or weekend work, may be required.

Qualifications

- Five plus years working in a communications role with progressively more responsible positions in development, communications, and/or marketing.
- Solid understanding of brand management, and the ability to develop and implement branding guidelines and standards.
- Strong experience in content management systems similar to Constant Contact; strong Microsoft Office skills; and some experience in Adobe Creative Suite.
- Excellent verbal and written communication skills, with an ability to tailor messages for a variety of audiences and reading levels.
- Proven experience creating targeted content and using data to improve engagement.
- Strong knowledge of communication practices and techniques across a variety of media.
- Strong attention to detail and proofreading skills.
- Deep interest in building intercultural competence and working with a wide range of cultural backgrounds, educational levels, and socioeconomic statuses.
- Ability to work independently, as well as collaborate with a close-knit group.
- Demonstrated flexibility, creativity, and a sincere willingness to learn.
- Be able to provide current samples of your written and creative work product.

Mental and Physical Requirements

This position requires frequent typing and repetitive hand movements, and answering of the phone. Specific vision abilities required by this job include far and near acuity. Performing the duties of this job will require frequent sedentary work while sitting, and walking or standing the remainder of the day. In addition, this position will require organizing, presenting, and the ability to deal with stressful situations. Must have the ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule format. Must have the ability to relate to others, work with others, work independently, concentrate, and perform complex or varied tasks as needed.

The physical and mental demands described here are representative of those that must be met by an employee to successfully perform the essential function of this job. Reasonable

accommodations may be made to enable individuals with disabilities to perform the essential functions.

Compensation

The Cooperative Fund of New England offers a generous benefits package that includes vacation and sick time, dental and vision insurance, a home office stipend, and a SIMPLE IRA retirement savings plan. Salary range: \$30,000 - \$40,000 (60% effort), depending on experience. CFNE is an equal opportunity employer.

Candidates of color are strongly encouraged to apply.

How to Apply: Please email a resume, cover letter, and current samples of work to josie@cooperativefund.org with subject line “Communications Manager”.

Deadline: Priority review will be given to applications received by December 15, 2020.