

Founded more than 30 years ago, Common Capital is a nonprofit, community development financial institution (CDFI) working to strengthen communities by creating economic opportunities for low- and moderate-income people, women, people of color, and immigrants in western Massachusetts. We responsibly lend money to small businesses that are unable to access all the capital they need from conventional sources, such as banks.

Common Capital is currently seeking a Director of Outreach and Communications for external communications, outreach to businesses and potential referral sources and partners, and contributing to strategic development.

Director of Outreach and Communications

Position Summary:

The Director of Business Outreach and Communications is responsible, in collaboration with Common Capital's president, for external communications, outreach to businesses and potential referral sources and partners, and contributing to strategic development. The Director will publicize Common Capital's loan programs and generate new loan applicants with a focus on the City of Springfield. The Director will identify potential loan applicants; screen applicants for eligibility; and educate and assist potential loan applicants with their entry into the loan application process. The Director will be responsible for Common Capital's digital assets and for regular communication with Common Capital's investors.

Essential Functions/Position Responsibilities:

- Identify and network with organizations and individuals in Springfield that have relationships with business owners; provide them with information about Common Capital's loan programs; and develop connections with potential small business loan applicants
- Reach out to existing small businesses to provide information about Common Capital's loan programs
- Assess initial eligibility of small business loan applicants and assist eligible applicants with entry into the loan application process
- Develop and administer effective communications, including social media and collateral, to ensure high visibility and awareness of Common Capital's programs
- Manage, update, and strengthen website content
- Continuously analyze data on all platforms to ensure use of best practices in marketing
- Create, publish, and distribute quarterly newsletter to investors
- Maintain and build upon relationships with Common Capital's core constituencies and expand audiences to increase community understanding of the organization's mission and work
- Assist the president and other team members in the advancement of Common Capital's mission

Hiring Requirements/Preferences

- Minimum of a Bachelor's degree; business, marketing or non-profit experience is a plus; or commensurate experience
- Excellent communication skills (written and verbal), and public presentation experience; training experience a plus
- Experience in program design and management; Outreach program design is a plus
- Three years of experience in professional services related to a specialty such as marketing, entrepreneurship, and/or other business-related experience; credit analysis, and or business lending experience is a plus
- Capacity to communicate effectively and collaboratively with diverse communities, including colleagues and customers; ability to communicate effectively with racially, ethnically, and economically diverse communities in an inclusive manner
- Bilingual in English and Spanish required
- Strong knowledge of MS Office as well as experience with website and social media platforms; MS 365 Teams experience is a plus
- Experience in both creating and managing marketing content

Common Capital is an Equal Opportunity Employer that seeks a diverse staff in order to reflect our community and those we serve. Qualified individuals from diverse backgrounds are strongly encouraged to apply. This position is available to all without regard to race, color, religion, national origin, disability, age, gender or gender identity, sexual orientation, political affiliation or veteran status. We provide reasonable accommodation for qualified individuals.