



The Boston Foundation believes that one of the great strengths of the Greater Boston community is the rich diversity of its residents in race, religion, national origin, ethnicity, sex, sexual orientation, gender identity, genetic information, age and physical abilities. The Foundation seeks to enhance and support that diversity, not only by its grant making, but also by adopting and implementing employment policies and practices designed to recognize and respond to such diversity.

The Boston Foundation is an Equal Opportunity Employer. We encourage applications from people with diverse backgrounds and experience.

**All applications should be submitted online. Go to <https://www.tbf.org/who-we-are/careers> and select “Senior Associate, Marketing, Communications, and Client Relations, The Philanthropic Initiative” to complete our online application process.**

## **Job Description**

**Title:** Senior Associate, Marketing, Communications, and Client Relations, The Philanthropic Initiative (TPI)

**Department:** The Philanthropic Initiative (TPI)

**Reports To:** Senior Director of Marketing and Strategic Partnerships, The Philanthropic Initiative (TPI)

**FLSA Classification:** Exempt **FTE:** 1

**Supervises:** none

**Hybrid Schedule (subject to change) :** A minimum of two days a week in office on Tuesday and Wednesday. Unless there is a meeting or event, remote work will be Monday, Thursday and Friday.

**Budgeted Salary:** \$56,000 to \$65,000

### **Position Summary:**

The Senior Associate, Marketing, Communications, and Client Relations plays a pivotal role on the TPI team by supporting all marketing, communications, and business development efforts and working collaboratively across TPI to support client engagements. The ideal candidate will be a highly organized and motivated individual who demonstrates excellent communication skills, exceptional attention to detail, and the ability to manage multiple tasks efficiently. The Senior Associate will work to ensure the smooth operations of TPI’s marketing and communications function, managing the day-to-day execution of key projects.

### **Essential Functions:**

*Marketing and Communications*

- Significantly contribute to writing, editing, designing, and distributing marketing content and external communications, including publications, email campaigns, website content, blog posts, news releases, social media, presentations, and thought leadership pieces;
- Manage TPI's social media channels and ongoing strategy, including editorial calendar, content creation, relationships with influencers, and analytics;
- Play significant role in the development of regular blog posts, including managing blog content calendar, overseeing production and publication of posts, contributing content through original writing and identifying cross-posts from other outlets, and brainstorming future topics;
- Write, design, send, and evaluate email campaigns through Constant Contact; and
- Maintain website content and updates in WordPress, regularly identifying improvements to support constituent engagement.

#### *Analytics and Reporting*

- Play lead role in maintaining TPI's Salesforce database, including regular data entry and management, and pulling reports for data analysis;
- Track analytics on website, social channels, and email platform on an ongoing basis; and
- Produce quarterly and annual marketing reports to share insights and support strategy development.

#### *Business Development and Prospect Research*

- Design, draft, edit, and format presentations and supporting materials for prospective and existing clients;
- Conduct prospect and market research;
- Utilize Salesforce and data from other internal systems to support business development strategy and planning; and
- Help staff prepare for business development meetings.

#### *Administration*

- Manage various tracking, reporting, and organization system needs;
- Manage TPI's participation in conferences and other events; support staff in preparing for speaking engagements and networking opportunities, including coordinating scheduling and logistics; and
- Liaise and coordinate with outside vendors when necessary.

#### *Client Relations*

- Support client teams with developing deliverables like written reports and decks, including copyediting and design; and
- Support clients and projects, as necessary, which may include conducting due diligence on grant proposals and funding requests, conducting research and writing, supporting strategic planning and facilitation work, developing materials to support client needs, and other needs.

#### *Other Duties and Responsibilities*

- Individuals assigned to this position may perform other duties as assigned.

**Qualifications:***Preparation, Knowledge, Previous Experience*

- Bachelor's degree in Communications, Marketing, Business Administration, or related field, or equivalent related experience;
- Prior experience in a related field (3-4 years), including at least 3 years of relevant work experience (e.g., marketing, communications, content development, digital marketing and analytics, social media);
- Experience developing compelling and engaging content for various audiences, campaigns, and channels;
- Experience managing social media platforms;
- Experience with Customer Relations Management (CRM) systems;
- Experience with data management and analytics;
- Familiarity with and commitment to the nonprofit and philanthropic sectors is preferred; and
- Experience in a consulting or client services environment a plus.

*Skills, Abilities, Competencies*

- Self-starter with a high level of initiative, accountability, and responsibility;
- Able to work independently and be flexible, setting priorities amidst competing demands;
- Extremely detail-oriented with a high standard for work quality;
- Exceptional organizational and project management skills;
- Excellent verbal, written, and interpersonal communication skills;
- Superior writing, proofreading, and copyediting skills;
- Ability to work collaboratively in a collegial and patient manner;
- Proven ability to support fast-paced working environment; good under pressure;
- Ability to follow design templates and add new perspectives and points of view when requested;
- Demonstrated ability to design visual components aligned with work projects;
- Strong technology skills, including experience with websites, CRM platforms, social media, email marketing, and project management tools (experience preferred in the following technologies: WordPress, Constant Contact, Canva, GoogleSuite, YouTube, LinkedIn, Twitter, and Salesforce); and
- Proficient in Microsoft Office Suite (Outlook, Word, Excel, PowerPoint; experience with Microsoft 365).

**Working Conditions & Physical Demands:**

- Ability to sit and/or stand at workstation for long periods of time;
- Ability to work remotely and on-site as needed; and
- Ability to use a keyboard for extended periods of time.

**The Philanthropic Initiative (TPI)**

TPI cultivates high-impact philanthropy around the world through consulting, research, program design and management, thought leadership, and field building. As strategic philanthropy advisors, we help families, individuals, foundations, and companies increase their impact by

creating, implementing, and evaluating customized philanthropic strategies to address the world's greatest challenges.

*The content is intended to describe the general nature and level of work being performed by persons assigned to this job. It is not intended to constitute an exhaustive list of all responsibilities and duties required.*

*External and internal applicants, as well as position incumbents, who are or become disabled as defined under the Americans with Disabilities Act or applicable state law, must be able to perform the essential functions of the job (including those listed above) either with or without reasonable accommodation. Reasonable accommodation, if any, will be determined by management in consultation with the employee on a case-by-case basis.*

*This job description is intended to be general and may be revised from time to time. At management's discretion, the employee may be assigned different or additional duties from time to time.*

*Revised 12/2023*