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Director of Marketing and Communications

Boston Community Capital

Boston Community Capital seeks a Director of Marketing and Communications to play a key leadership role in an innovative and growing nonprofit organization. The Director of Marketing and Communications, an accomplished communications professional and strategic thinker with passion, drive, creativity and a commitment to excellence, will have the opportunity to help us re-envision our strategic communications work, including media and public relations, social media and online outreach and public policy work. S/he will work in a dynamic, progressive team environment, leveraging internal and external resources to promote the creative use of capital market tools to build healthy communities where low-income people live and work.

Background

Boston Community Capital (BCC) is private, non-profit, community development financial institution with a 29-year track record of building healthy communities where low-income people live and work. Since 1985, BCC has invested over \$900 million in underserved communities nationwide – financing over 13,700 affordable homes; child care facilities serving over 9,800 children; schools educating over 3,700 students; community health centers providing a comprehensive range of care to over 66,500 patients annually; over 1.4 million square feet of commercial real estate and community facilities in distressed communities; businesses creating over 4,000 jobs; solar panels generating over 8 million kilowatts of solar capacity for affordable housing, community and municipal buildings; and mortgages helping over 380 families facing foreclosure to remain in their homes.

BCC's groundbreaking work has been featured in *The New York Times*, *The Boston Globe*, *The Chronicle of Philanthropy*, *The Nation*, *US News and World Report*, *The Huffington Post*, *The Los Angeles Times*, *The Economist*, and *The Christian Science Monitor*, and on NPR's *All Things Considered*, *PBS Newshour*, *CBS Evening News*, *MSNBC's All In with Chris Hayes*, and *Fox News*. For more information, please visit www.bostoncommunitycapital.org.

Role of the Director of Marketing and Communications

The Director of Marketing and Communications will work closely with senior leadership to develop and implement communications strategies to advance BCC's mission and impact, and will oversee communications activities that promote and enhance our work. Reporting to the Senior Vice President of Development and Communications, s/he will be responsible for the development, integration and implementation of a broad range of public relations activities relative to the strategic direction and positioning of BCC and its business lines. S/he will guide and implement the strategy for all communications – including but not limited to annual reports and other print publications; web, social media and other online communications; media and public relations; and marketing. S/he will serve as a conduit of information both within BCC and externally to our diverse constituent base, including investors, donors, borrowers, policy makers, peer organizations and community partners.

Key responsibilities:

Communications Strategy

- Partner with the CEO, senior management team and external consultants to develop and implement a strategic communications plan that advances BCC's mission, broadens awareness of our programs and priorities, and increases the visibility of our programs across key stakeholder audiences.
- Develop and implement a public relations strategy that allows BCC's leadership to build and enhance meaningful relationships with targeted, high-level audiences, including investors, donors, media and key influencers.
- Identify challenges and emerging issues faced by BCC and our constituents. Work with leadership team and staff to recognize internal and external opportunities and solutions, including public policy issues and initiatives that can be leveraged to support BCC's work, and define and execute strategies to support them.
- Coordinate communications work across projects, affiliates, and audiences, making sure cross-organizational communications are strong, and that BCC continues to recognize, respond to, and capitalize on synergies.

Communications Operations

- Oversee development of new materials and media that reflect and advance the strategies identified in the strategic communications plan. Manage the development, distribution, and maintenance of all print and electronic collateral, including but not limited to annual reports, newsletters, brochures, FAQs, press packets and Boston Community Capital's website, Facebook page, etc.; manage relationships with associated external vendors and consultants.
- Actively engage, cultivate and manage press relationships to ensure coverage surrounding BCC's programs, special events, announcements, and other projects.
- Lead the generation of published and online content that engages our external audiences segments and leads to measurable action (e.g. new investments, referrals, inquiries, applications, etc.)
- Prioritize media opportunities and prepare talking points, speeches, presentations, and other supporting material as needed.
- Develop and maintain BCC's "speakers bureau" – clients, staff and investors available for marketing and press events.
- Oversee organizational response to inquiries about Boston Community Capital

Development, Investor/Donor Relations and Public Affairs

- Collaborate with the CEO, senior management team, and staff to support BCC's capitalization efforts, including but not limited to grant applications, investor presentations, appeal letters, and investor/donor reporting.
- Serve as an ambassador for BCC, representing the organization in meetings, calls, conferences, and community presentations. Work closely with senior management and staff to administer BCC's advertising/community relations/event sponsorship budget.
- Broaden and deepen the relationships with BCC's core constituents and help to increase the growth and visibility of the organization.
- Work closely with Development and Communications staff to provide assistance and support to the senior management team and oversight and guidance to staff across the organization.

The Director of Marketing and Communications must be a creative strategic and tactical thinker comfortable operating at the 10,000-foot level and in the trenches, and able to move deftly

between the two. S/he will serve as a key link between the CEO, senior management, staff and our external constituencies – working to ensure that we are able to respond rapidly and effectively to the changing needs of our constituents and the changing nature of our markets.

Professional Qualifications

BCC seeks an accomplished Director of Marketing and Communications who has at least 7 years of communications experience, ideally in an “in-house” leadership role within a complex organization, covering as media relations, content development and donor/investor relations, with progressive increases in responsibility and scope. The ability to take information and transform it into exciting, useful messages that will resonate with our core audiences, and to disseminate it to those audiences via the right channels, is critical.

The successful candidate will bring many if not all of the following qualifications and attributes:

- Exceptional writing, editing and verbal communications skills remarkable for their clarity, accuracy and persuasiveness
- Highly collaborative style; experience developing and implementing communications strategies across diverse businesses
- Significant public relations experience that includes a blend of advocacy, policy work and media relations
- A decisive, creative thinker with exceptional judgment, excellent organizational skills and a commitment to results
- Demonstrated ability to flourish in a small, nimble and entrepreneurial environment
- Demonstrated commitment to social, economic and political justice, consistent with the mission and goals of Boston Community Capital
- Ability to recognize and maximize opportunity on behalf of the organization
- Healthy, even-keeled respect for colleagues, employees, and supervisors
- Goal-oriented, project-oriented, and achievement-oriented
- A warm, personal style with a good sense of humor

COMPENSATION AND BENEFITS

Salary is based on experience and qualifications. Benefits include four weeks of vacation, health, dental, life and disability insurance, and generous retirement benefits.

APPLICATION PROCEDURE:

To apply, send a letter of application, resume, and three references via email to jobs@bostoncommunitycapital.org, including the subject line: “Director of Marketing and Communications.” In your cover letter, please indicate where you learned of this posting. Applications will be accepted until the position is filled. No phone calls or faxes, please.

Boston Community Capital is an equal opportunity/affirmative action employer and encourages applications from women, people of color, persons with disabilities, and lesbian, gay, bisexual, and transgender individuals.