



# Communications Associate Director

**Boston, MA<sup>1</sup>**

*This is a 4-month position starting in October, with the possibility of becoming permanent.*

## About Social Finance

Social Finance is a nonprofit dedicated to mobilizing capital to drive social progress. We bring uncommon partners—governments, investors, and nonprofits— together around a common purpose: to measurably improve the lives of those most in need. We employ a set of financing strategies called Pay for Success to strengthen the link between payment and results —driving funding toward programs that work.

## Our Services

Social Finance partners with governments, nonprofits, foundations, impact investors, and financial institutions to create innovative financing solutions that improve social outcomes nationwide. Our work addresses pressing social challenges in the following areas: Education, Children and Families, Workforce, Criminal Justice, Health, and Homelessness. Our Advisory Services, Social Investment, and Active Performance Management teams support all phases of work for Pay for Success projects, from development through implementation and measurement. We also build the Pay for Success field through market education, publications, events, research, and analysis.

## Role and Responsibilities

We seek a communications professional to serve as an integral member of the communications team. Responsibilities may include, but are not limited to, the following:

### Marketing Communications

- Work with the team to develop and execute communications strategies to engage a range of audiences
- Develop firm and project-specific collateral materials to support business development and market education
- Co-write, edit, and promote Social Finance’s publications and blogs
- Write long and short form content, including ghost-writing for the CEO

### Public Relations

- Draft press releases and op-eds
- Pitch stories and cultivate existing and new media relationships
- Pitch Social Finance staff as speakers at conferences and events
- Manage media contact database

### Digital

- Maintain and optimize Social Finance’s website using Google Analytics

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<sup>1</sup> All Social Finance employees have been asked to work remotely since March 2020. This position will work out of the Boston office once employees are asked to return to the office.



- Help develop a comprehensive email marketing program to engage Social Finance's audiences
- Optimize the organization's presence on LinkedIn and Twitter and run targeted ads
- Track and analyze social media and website analytics

### **Project Management**

- Manage publication development and campaigns, working in partnership with Social Investment and Advisory teams to create and disseminate content
- Develop reports and dashboards to track and improve performance; update databases and materials

## **Qualifications**

We seek a highly-motivated and collaborative communications professional. Adaptability and a commitment to Social Finance's mission are key.

Additional qualifications include:

- 5+ years relevant experience preferred
- Excellent writing and project management skills
- Ability to stay organized and produce materials on a quick turn
- Experience pitching and placing news stories and op-eds
- Experience managing multiple complex communications campaigns
- Patient with iteration and refinement with multiple stakeholders
- Proficiency in Microsoft Suite
- Experience with Adobe Creative Suite, a plus
- Familiarity with government, and/or nonprofit communications, a plus

## **Benefits**

At Social Finance, we strive to deliver a benefits program that truly enhances the employee value proposition. Our current benefit offerings include:

- Comprehensive health care coverage: medical, dental and vision insurance; flexible spending accounts; Employee Healthy Action programs and more
- Retirement savings plan with employer contribution
- Short-term, long-term and life insurance policies
- Commuter benefits and cell phone reimbursements
- Dedicated budgets for team building and employee recognition
- Annual budget for external professional development opportunities
- Mentorship and onboarding programs



- A collaborative and energizing workspace in downtown Boston, stocked with healthy snacks and beverages
- Paid vacation and paid holidays (with 12/24-1/1 off every year)
- A truly stellar team of high performing, values-driven and fun (!) professionals

## Application

Applicants must be currently authorized to work in the United States on a full-time basis. To apply, please send an application packet with a cover letter, resume, and two writing samples to:

[hire@socialfinance.org](mailto:hire@socialfinance.org) (Subject line: Communications Associate Director). Review of applications will begin immediately. No phone calls please.

*Social Finance, Inc. is an equal opportunity employer, and all qualified applicants will be afforded equal employment opportunities without discrimination because of actual or perceived race, color, national origin, sex, age, religion, creed, disability, marital status, citizenship, ancestry, personal appearance, sexual orientation, gender identity or expression, political affiliation, military status, status as a protected veteran, genetic information or any other legally protected status.*