

JOB ANNOUNCEMENT: Director of Communications & Marketing

This can be a remote position but must be located in Central, Mountain or Pacific time zones.

Project Equity grows community wealth by retaining successful local businesses through employee ownership transitions

Do you want to see a world where the average employee has economic security and businesses help build resilient communities? So do we! Project Equity helps employees become owners of the businesses where they work. We raise awareness of employee ownership as a business succession strategy, conduct business outreach and education, and provide direct support for business owners and employees to transition to employee ownership. Project Equity works nationally and has focused efforts in multiple regions around the country, as part of our strategy to normalize employee ownership and scale its impact.

Help us tap incredible momentum

Project Equity's early success and significant attention from media outlets such as Forbes, NPR and the Washington Post have propelled Project Equity forward as a national leader in the movement to harness employee ownership to maintain thriving local business communities, create quality jobs, and address income and wealth inequality.

Your role

As the Director of Communications & Marketing at Project Equity, you will help shape the narrative of employee ownership. Building on the groundwork laid since the organization's inception, you will showcase the power of employee ownership as the preferred business model to achieve the goals of business owners, employees, communities, economic development specialists and others, and you will continuously raise the profile of Project Equity and our work within key influencer audiences.

How you will shape the conversation about employee ownership (2-4 people supervisor)

The Director of Communications & Marketing will take advantage of the full breadth of communications and marketing strategies, including:

Brand and messaging leadership and stewardship

- Continue to strengthen Project Equity's brand, and shepherding our organization's brand and profile amongst our most important stakeholders.
- Lead organizational messaging for how we talk about employee ownership and our services.

- Partner with Fundraising to support messaging and materials development and ensure alignment of messages for our key audiences.
- Support high level messaging and development of materials to be used by teams across the organization, including for regional partnerships, business development, client services and others (web, electronic, video, print, etc. as needed).

Communications, PR and marketing

- Lead the direction and execution of public relations activities to ensure that both employee ownership and Project Equity are present in key media conversations.
- Build on our already successful localized and national press strategy that utilizes data to grab stakeholders' attention.
- Utilize storytelling to win hearts and elevate employee ownership.
- Strategically tie our PR and marketing efforts to a national campaign to influence the brand of employee ownership.
- Ensure powerful use of our website, social media, video, webinars, SEO and other digital strategies, while also harnessing the power of local and in person relationships and networking.

Business owner and business advisor engagement

- Refine the strategy for, and supporting the continued improvement of tactics for city level and industry-targeted marketing, advertising and PR to engage directly with business owners and advisors about succession planning and employee ownership.
- Lead and manage localized and industry-targeted advertising that drives quality small business leads.

Regional and other key stakeholder engagement

- Conceive of, develop, manage and execute events (online and in person) that engage stakeholders and raise employee ownership's and Project Equity's profile.
- Continue to build our marketing toolkits with an eye to supporting partners to utilize in their local or regional markets.

Contractor engagement

- Partner effectively a host of talented external contractors, including visual and website designers, content writers, communications and PR.
- Manage all contractual obligations for advertising, design, communication and other marketing activities and responsibilities.

How you work

- You are passionate about making a difference and supporting employee-owned businesses.
- You think big, are both highly creative and sweat the small stuff, and have a sense of urgency to get the right people's attention and drive them to action.

- You are highly collaborative both within the communications and marketing team, with other internal teams, and with external partners and contractors and regional partners.
- You are highly attentive to detail, goal-oriented and committed to follow through. You know how to keep the many moving parts of an effective communications and marketing strategy on track and humming.
- You are able to balance methodical planning with taking advantage of opportunities as they arise.
- You are a strategic thinker and enjoy setting up systems and processes that support effective strategy development and execution.

Areas where you shine

- You have a proven track record of deepening brands, and building stand out communications, PR and marketing campaigns.
- You love data-driven marketing, but in a way that never loses sight of the forest for the trees.
- You have a real human sensibility. You understand what makes people tick, what changes their minds and hearts, and how to move them to action.
- You have experience successfully developing messaging, managing communication and PR strategies and execution and managing messaging and PR firms.
- You are an outstanding communicator across written, email, presentations, phone and in person platforms. You love the craft of writing and the art of communicating. People enjoy engaging with you.
- You are a great people manager, excelling in aligning, collaborating with and motivating a small talented group.
- You manage projects and budgets and know how to keep things humming.
- You're excited to work with a small, very agile, fast-moving and sophisticated team. We're looking for somebody who will bring impactful leadership and also integrate well into our team. We work virtually, coming together once or twice a week for in person or online meetings.

Your experience includes

- **You have 10+ years of senior communications and marketing leadership, at least 3 of those as the top communications and marketing lead.**
- **MBA preferred.**

This position is envisioned as a full-time leadership role in our innovative, growing organization. Compensation is commensurate with experience.

Project Equity is an independent operating project of the nonprofit umbrella organization, Multiplier, a nationally recognized nonprofit with a growing portfolio of innovative initiatives that conserve and protect a sustainable and resilient world (www.multiplier.org)

Multiplier and Project Equity celebrate diversity and are committed to building teams and partnerships that represent a variety of backgrounds, perspectives, and skills. Multiplier and Project Equity are also committed to providing an environment of mutual respect that is free from discrimination and harassment. Multiplier and Project Equity prohibit discrimination in its governance, programs and activities on the basis of race, color, national origin, age, disability, religion, gender, sexual orientation, gender identity, genetic information, political beliefs, reprisal, marital status, amnesty, status as a covered veteran, because all or part of an individual's income is derived from public assistance, or for any other non-merit based factor.

APPLY HERE: Please be sure to upload your resume and cover letter. In your cover letter, please explain what motivates you to work with Project Equity, and how your experience, skills and commitment will advance our work to create a more equitable economy.

Learn more at project-equity.org.