



CAPITAL IMPACT PARTNERS

Communications & Marketing Specialist

Arlington, VA

In this exciting and newly created role, the Communications & Marketing Specialist, in collaboration with key stakeholders, will surface the best content to refine our brand story; and develop and deploy a wide range of content across multiple organizational and third party communications channels to drive brand awareness, demonstrate thought leadership, and position Capital Impact Partners as financial and social innovators.

The challenging nature of the role will require a creative and versatile writer who can easily transition from storytelling to blog postings to fact sheets and website copy.

Responsibilities Include:

Creating and managing corporate communications including Capital Impact's eNewsletter and social media content; ghost tweeting for key personnel; developing and writing engaging stories to highlight borrowers and customers; thought leadership reports, Op-Eds, and/or letters to the editor; collaborating with key stakeholders to develop a content marketing strategy, customer personas, and workflow that supports business objectives; A/B testing, customer segmentation approaches, analytics, and researching media coverage and industry trends.

Qualifications:

- Bachelor's degree in English, Journalism, Public Relations, or related field; Master's degree preferred.
- 3-6 years of experience writing for an organization, journalism outlet, or public relations firm.
- 3-6 years of experience as a writer for a nonprofit or financial services organization, preferred.
- 2-4 years content marketing strategy development experience.
- Expertise with related software applications (e.g. Adobe Creative Suite, Microsoft Office, etc.)
- Understanding of paid media (e.g. Outbrain, Disqus, Taboola, etc.)
- Fluency in web analytics tools (e.g. Adobe Omniture, Google Analytics), social media marketing applications (e.g. HootSuite, Tweetdeck), and other social media monitoring platforms.
- Ability to work independently and maximize results with small budgets and support teams.

- Expertise in creating long term content and the ability to work well under pressure to address immediate needs or changing priorities.
- Proven editorial skills with demonstrated examples of multichannel content creation, including experience creating compelling content for target demographics.
- Demonstrated success in placing content on third party channels.
- Ability to leverage market data and tools (e.g. Google trends) to surface topics and language that maximize SEO and online traffic.

Qualified and interested candidates should submit a letter of interest, resume, and salary history to careers@capitalimpact.org.