

Friends Fiduciary Corporation

Senior Communications Manager

Position Overview

Friends Fiduciary Corporation, a dynamic, Quaker values-aligned, non-profit investment manager, is seeking a Senior Communications Manager to refine and share our story with clients, prospects, and the wider world.

In addition to developing a marketing plan, executing brand strategies and campaigns, and leading initiatives to pursue our goals for strategic growth, the Senior Communications Manager will work closely with our shareholder advocacy team to understand, support and champion our work of engaging with the companies we invest in to promote Quaker values including peace, integrity, community, equality and stewardship.

The successful applicant must be an excellent writer and communicator, a strategic thinker and self-starter, and demonstrate prior achievement in running successful communications and marketing campaigns. This is a central position reporting to the Executive Director in a growing company with a strong team orientation.

Interested applicants should email a resume, cover letter, and marketing writing sample to: [Hiring Manager opportunities@friendsfiduciary.org](mailto:Hiring_Manager_opportunities@friendsfiduciary.org).

Friends Fiduciary, an equal opportunity employer, is based in Center City Philadelphia at: 1700 Market Street, Suite 1535, Philadelphia, PA 19103.

At Friends Fiduciary, we strive to build a work culture where all employees can contribute their very best and work effectively together without regard to race, ethnicity, physical ability, sexual orientation, religion, gender, job position, or education level.

Position Description

Reports To: Executive Director

Direct Reports: None to start

FLSA Status: Exempt, Regular

POSITION SUMMARY:

The Senior Communications Manager is a new position responsible for refining and sharing Friends Fiduciary's story with key audiences via a goal-oriented marketing plan, well-executed brand strategy and campaigns. Because the role requires both strategy and execution to start, the ideal candidate will have the experience to think strategically along with the energy to carry out the day-to-day work needed to deliver strong results. The Senior Communications Manager will be instrumental in our plans for strategic growth.

The Senior Communications Manager will interact with stakeholders across the organization, including our Business Development Director and Philanthropic Services Director, supporting high-priority strategic initiatives with minimal supervision and responsibility for critical organizational priorities. The role will also work closely with our Senior Shareholder Advocate to contribute to and intimately understand the social and environmental impact of our work.

PRIMARY JOB FUNCTIONS:

- In consultation with the Executive Director, develop and update the marketing plan. Assume primary responsibility for executing on the goals of the plan.
- Identify, understand and track key performance metrics. Build brand awareness and expand lead pool through marketing and communications campaigns that target these metrics.
- Update and maintain branding materials, web site, social media accounts, pitch books, and other marketing collateral to reflect Friends Fiduciary's role as a leader in sustainable investing.
- Continually produce and refine concise written communications reinforcing the organization's unique value.
- Evaluate, deploy and measure potential advertising and/or sponsorship campaigns.
- Oversee budget for marketing, communications and advertising.

OTHER JOB FUNCTIONS:

- Contribute to shareholder advocacy campaigns through strategy sessions, written communications, editing and review, and joining dialogues to push invested companies for change.
- Liaise regularly with business development and charitable services to ensure marketing activities are driving a strong volume of appropriate leads.
- Manage vendors associated with delivering marketing collateral, tools and outcomes.
- Conduct market research, competitor analysis, forecasting and other strategic initiatives to support the marketing plan as needed.

EDUCATIONAL & EXPERIENCE REQUIREMENTS:

- Associate degree or higher from an accredited college/university, preferably in marketing, communications, advertising or related subjects.
- Minimum of three years of communications and/or marketing experience with a successful track record of campaign creation and performance.

REQUIRED SKILLS & ATTRIBUTES:

- Excellent leadership, communication, decision-making and interpersonal skills.
- Proficiency with marketing campaign tools including one or more email marketing platforms, content management system(s), and design software such as Adobe InDesign and/or Acrobat.
- Strong writing, editing, and proofreading skills.
- Experience in digital and print marketing, content marketing, and social media marketing.
- Proven ability to plan and manage budgets.
- Courteous and professional manner.
- Energetic with ability to work independently and take initiative.
- Commitment to excellent customer service.
- Able to plan, prioritize, and organize complex projects, timelines, and team member input to meet deadlines in a multi-tasking, fast paced environment.
- Careful attention to detail.
- Ability to maintain confidentiality and discretion.
- A person who presents a high degree of maturity, honesty, and integrity.