



## Franklin County CDC Communication Leader

### Job Outline

#### **GENERAL DESCRIPTION:**

The Franklin County Community Development Corporation is a non-profit community economic development organization that provides counsel, capital and connections for entrepreneurs and existing businesses that add to the economy of western MA and create opportunities and employment for low and moderate-income residents. The FCCDC has 20 staff, working throughout western MA with an operating budget of \$2.5M and assets of \$8M, including a growing small business lending and assistance program, food system support operations, and racial justice initiative.

The Communication Leader will tell our story. They will develop and disseminate information about what we do and how our clients succeed. The two main goals are to attract more historically underserved residents of western MA to support their entrepreneurial endeavors, and to attract more individuals, businesses and foundations to support our work.

We are seeking an experienced communicator who can tell our many stories to engage entrepreneurs and people that support them. While FCCDC staff focuses on assisting small businesses with limited resources, this person will take the lead in telling our stories to engage more clients and supporters so we can deepen our impact.

#### **JOB ENVIRONMENT**

The Communication Leader will work out of the FCCDC offices in Greenfield and approximately 50% of the work may be performed remotely including some off-site meetings and community outreach. This position has regular contact with FCCDC staff, clients, and collaborators and reports to the Executive Director. The Communication Leader will contribute to the continued development of a welcoming and inclusive culture both within and external to the FCCDC.

#### **DUTIES AND RESPONSIBILITIES**

The Communication Leader will help meet organizational goals and mission and participate in anti-racism activities and help work for racial, social and economic justice. The Communication Leader will work with staff, Board and collaborators to develop and implement an organization-wide marketing and fundraising strategy. They will create digital, photographic, video and print communications to promote our programs, fundraising, collaborations and community outreach throughout Hampshire, Hampden, Berkshire and Franklin Counties.

- Actively manage all marketing and communication, ensuring consistent messaging including written materials, e-newsletter, digital channels, social media, website, videos, and any other related materials.



- Work with staff to analyze the effectiveness of communication and marketing efforts. With administrative support, track the demographics of program participants, analyze results, and develop plans to increase diversity in line with organizational intentions of reaching more People of Color and other underserved residents in western MA.
- Work with Program Staff to plan and implement outreach to meet program goals and supervise projects to guarantee all content is publication ready.
- Support the Executive Director in creating and implementing a donor stewardship plan, and securing grants.
- Assist with maintaining database (eTapestry) and help staff use it efficiently to track progress.
- Be a visible presence throughout the region by participating in community and partner events and joining professional networks.
- Organize, manage, and conduct follow-up of a few events each year.
- Ensure partner websites and social media have up to date information about the FCCDC.
- With Admin staff, support inquiries, information sessions, surveys for reports, and targeted e-mails.
- Educate FCCDC Staff and Board in outreach and fundraising skills and strategy, and to actively manage program content on the website and social media.

#### **QUALIFICATIONS AND REQUIREMENTS**

- Proven experience and demonstrated success with marketing, social media and website design/management.
- Public relations capabilities and marketing skills.
- Previous experience contributing to effective fundraising strategies.
- Ability to work independently and collaboratively with colleagues.
- Experience of working with clientele of wide-ranging ethnicity, education level, socioeconomic status.
- Well organized, creative and resourceful.
- Enthusiastic and engaging oral and written communication, and interpersonal skills.
- Knowledge community development and the western MA community desired.
- Spanish fluency a plus.

**Benefits:** Salary range: mid-\$60,000s depending on experience, plus excellent benefits including flexible hours, health insurance, retirement plan and paid time off.

**Type of Position:** Full time, permanent position

**To Apply:** EMAIL COVER LETTER AND RESUME TO: [resumes@fccdc.org](mailto:resumes@fccdc.org)

FCCDC is an Equal Opportunity Employer and values diversity.

Cover letter should include why you are interested in the FCCDC and this position, and why you think you are qualified.