MARKETING AND COMMUNICATIONS COORDINATOR
JOB DESCRIPTION

AltCap is a minority-controlled Community Development Financial Institution (CDFI) that invests in job-creating small businesses and catalytic, community-focused real estate development projects. AltCap deploys capital through innovative financing products, targeted small business and economic development programming, and partnerships that help build an inclusive ecosystem of entrepreneurship. Since 2008, AltCap has delivered nearly $250 million in New Markets Tax Credits and $15 million in small business financing to entrepreneurs and in communities that have been left out of the financial mainstream. At AltCap, we believe that equitable access to capital and resources creates stronger communities and a thriving, inclusive economy.

The Marketing and Communications Coordinator will play a key role in advancing AltCap’s mission through communications and outreach efforts. Reporting to the Advancement and External Affairs Officer, this position will produce creative and engaging content that elevates the mission of AltCap and our community of small business borrowers. The Marketing and Communications Coordinator will also support branding, data-driven decision making, and impact reporting for a high-performing economic development nonprofit organization. We are looking for highly-motivated, creative thinkers who are interested in being a part of a team and a movement in Kansas City.

RESPONSIBILITIES
• Develop and implement integrated marketing campaigns that advance AltCap’s mission;
• Produce, edit, and share creative and engaging content for social media, email, and website;
• Manage communications calendar and communicate priorities with the team;
• Assist in the ongoing development of AltCap’s brand strategy;
• Establish KPIs, maintain, and report on campaign performance, market trends, channel performance;
• Collaborate with staff to develop innovative ideas, directions, and channels for communications;
• Effectively utilize AltCap’s network of partners and borrowers to increase awareness and access to capital;
• Pitch, draft, and distribute news releases, media alerts, and other stories;
• Monitor and report community and economic impact of AltCap’s services and programs;
• Assist with AltCap’s economic and community development programming/events;
• Research and report on trends in content delivery, economic and community development, entrepreneurial/small business topics, and other topics as assigned;
• Explore new opportunities to add value to the organization; etc.
PREFERRED QUALIFICATIONS

- Possess a strong commitment to economic inclusion and investment in Kansas City’s small business community;
- Proven experience developing and implementing effective marketing campaigns;
- Ability to channel creativity into high quality content with attention to aesthetic and brand standards;
- Experience in digital marketing, including management of SEO, database, email, and social media;
- Experience with data visualization;
- Strong written and verbal communication skills;
- Solid knowledge of website and marketing analytics;
- Highly motivated and able to prioritize and meet deadlines for multiple projects;
- Bachelor or masters degree in communications, marketing, history, or related area;
- Possess an awareness of and involvement in community events; and
- Adventurous eater

DETAILS

The compensation package will include a competitive salary, full health benefits, matching retirement contributions, and generous PTO policy.

APPLY

Please email a resume, cover letter, two writing samples, and/or a sample that shows your design aesthetic/ability (this can be any content you have created for your social media or any print or digital design work) to Megan Crook, Advancement and External Affairs Officer at megan@alt-cap.org. Deadline April 6, 2020. No calls please. AltCap is an Equal Opportunity Employer.