



Position Title: Marketing Manager

Status: Full-time; Exempt

Location: Flexible and remote

Reports to: Vice President, Strategic Partnerships

Job Family: Strategy Manager

The Opportunity:

As the Climate and Clean Energy Fund prepares to significantly expand its Strategic Communications capacities, the Marketing Manager will play a vital role in expanding the organization's profile and digital footprint. While learning from and collaborating with national leaders across the racial justice and climate philanthropy sectors, the Marketing Manager will work closely with external brand strategy and communications firms. Internally, they will use their marketing expertise to support staff with collateral development and distribution while managing key approval processes to ensure cross-departmental compliance with brand guidelines and strategic communications core to advancing the organization's mission and vision for climate equity.

Position Summary:

The Marketing Manager supports cross-departmental collateral development and distribution to ensure compliance with brand guidelines and strategic communications. They review external-facing copy and creative content for the Equity Fund's diverse range of audiences and stakeholders, manage approval processes for print and digital content, track online audience engagement, lead posting and monitoring of our digital properties, and work with internal staff to manage and approve production of promotional collateral.

Responsibilities Include:

- Collaborate across departments to maintain style guides, message house, and organizational voice/messaging protocols to promote consistency in communications and content.
- Lead collaboration and manage projects to ensure compliance with our brand guidelines and appropriate messaging is used for a diverse range of stakeholder audiences.
- Develop and manage content production and monitor milestones that support strategic communications and regular cycles of content needs.
- Manage the approval process for posting to our website and other digital properties (as they are launched).
- Manage email list segmentation and serve as an internal consultant to boost engagement metrics.
- Manage the production and development of critical external-facing multi-channel content that reflects and supports the organizational mission.
- Build skills to provide guidance and recommend guidelines to ensure c3/c4 compliance in

communications and marketing activities.

- Provide the VP of Strategic Partnerships with insights and recommendations that help identify ROI/KPIs tied to the growth and efficacy of our Strategic Communications work, as well as propose ROIs/KPIs specific to this role.
- Travel to offsite meetings and other Equity Fund events.
- Other duties as assigned.

Education:

Bachelor's degree preferred.

Any equivalent combination of training, education, and experience demonstrating the ability to perform the position's essential functions.

Experience and Skills:

- A minimum of 5-6 years of content creation experience to market programmatic work, ideally with at least 2-3 years of that experience engaging investors, donors, and foundations.
- Demonstrated experience building systems to support content libraries and calendars and developing style guides and brand voice messaging.
- Experience working with external strategy firms to do brand audits, manage branding exercises, and steward implementation of updated brand and message compliance guidelines.
- Demonstrated track record of writing and editing ability with close attention to detail, message house, and style guide compliance.
- Demonstrated fluency and attunement to advancing equity in culture, operations, content production, and a commitment to employing an anti-racist/anti-oppression lens.
- Commitment to and experience in successfully fostering a working environment that supports the well-being of staff and recognizes that valued and supported staff are better able to serve others.
- Fluency in oral and written English is required. Competency in additional languages is preferred.
- Experience working for a philanthropic intermediary and in both 501(c)(3) and 501(c)(4) fundraising is preferred, although not required.
- Ability to travel domestically 10-15% annually.

Technical Competencies Required:

- Communications Execution
- Content Creation
- Copy Editing
- Event Support
- External Communications
- Marketing Content Creation
- Presentation Development and Message Delivery

Desired Competencies:

- Communications and Brand Strategy
- Graphic and Visual Design

Universal Competencies for All Staff:

These are detailed key behaviors necessary for each employee to perform effectively across the organization.

- **Accountability:** Holds self and others accountable for measurable high-quality, timely, cost-effective results.
- **Collaboration:** Builds constructive working relationships with clients/customers/grantees, other work units, community organizations, and others to meet mutual goals and objectives; behaves professionally and supportively when working with individuals from various ethnic, social, and educational backgrounds.
- **Communication:** Conveys and receives information and ideas through various media to individuals or groups in a manner that engages the listener, helps them understand and retain the message, and invites response and feedback. Keeps others informed appropriately; demonstrates good written, oral, and listening skills.
- **Commitment to Equity:** Has lived experience and has a systems-level understanding of equity, diversity, equity, and inclusion. Cultivates opportunities through diverse people; respects and relates well to people from varied backgrounds; understand various worldviews and is sensitive to group differences; sees diversity as an opportunity; challenges bias and intolerance. Appreciates and leverages all individuals' capabilities, insights, and ideas, working effectively with individuals of diverse styles, abilities, and motivations.
- **Teamwork:** Participates as an active and contributing team member to achieve team goals. Works cooperatively with other team members, involves others, shares information as appropriate, and shares credit for team accomplishments.

Competencies for the Strategy Manager Job Family:

These are detailed key behaviors necessary for each employee to perform effectively in their specific role.

- **Adaptability:** Adapts workflow to accommodate changes when opportunities arise or work priorities shift. Adjusts plans on a quick timeline when needed. Accepts changes as part of the process to meet goals and is willing to engage in tension that might arise. Remain optimistic when changes occur.
- **Detail-Oriented:** Achieves thoroughness and accuracy when accomplishing tasks. Tracks multiple pieces of information at the same time. Ensures the accuracy of work. Is aware of processes and timelines and engages in work promptly. Accomplishes tasks by considering all areas involved, no matter how small; shows concern for all aspects of the job; accurately checks processes and tasks.
- **Decision-Making/Problem-Solving:** Breaks problems into components and recognizes interrelationships; makes sound, well-informed, and objective decisions. Compares data, information, and input from various sources to conclude; acts consistent with available facts, constraints, and probable consequences.
- **Program Planning:** Identifies desired outcomes, determines program resource requirements, and identifies equipment, materials, and people needed for program success. Effectively coordinates with internal and external partners to break down goals into key markers of progress, milestones, strategies, and tactics to achieve program goals in a complete and timely manner.
- **Relationship Management:** Effectively manages collaborative relationships to provide service to support the organization's success and to facilitate accomplishing work goals.
- **Strategic Thinking:** Obtains information and identifies key issues and relationships relevant to achieving a

long-range goal or vision; commits to a course of action to accomplish a long-range goal or vision after developing alternatives based on logical assumptions, facts, available resources, constraints, and organizational values.

Benefits: Comprehensive benefits package that includes 100% employer-paid health, dental, and vision insurance for employees (and their families). Employees are able to enroll in a 401K retirement plan and are eligible for a 3% automatic contribution and up to a 3% employer match on 401K contributions. Employees are also eligible for pre-tax transportation benefits. Employers will receive 160 hours of paid vacation time, 80 hours of health leave, up to 2 days of casual leave, and 20 hours of volunteer leave annually. Employees will also receive 13 paid holidays throughout the calendar year. Employees are eligible for 12 weeks of paid family and medical leave after 90 days of employment.

Compensation: Annual salary of \$105,000 - \$150,000 and a generous benefits package

Hiring Statement

Climate and Clean Energy Equity Fund is a project of New Venture Fund (NVF), a 501(c)(3) public charity that incubates new and innovative public-interest projects and grant-making programs. NVF is committed to attracting, developing, and retaining exceptional people and to creating a work environment that is dynamic, rewarding and enables each of us to realize our potential. NVF's work environment is safe and open to all employees and partners, respecting the full spectrum of race, color, religious creed, sex, gender identity, sexual orientation, national origin, political affiliation, ancestry, age, disability, genetic information, veteran status, and all other classifications protected by law in the locality and/or state in which you are working.

COVID-19 Policy Language

To center the safety and well-being of its employees, New Venture Fund requires that any employee who is required to conduct in-person activities for their job must be fully vaccinated against COVID-19 within four weeks of their start date. This position may require candidates to be fully vaccinated against COVID-19. Accommodations may be sought and approved in accordance with the law by contacting human resources at HR@newventurefund.org.