NEIGHBORHOOD TRUST FINANCIAL PARTNERS

JOB POSTING: **Director of Communications**

Neighborhood Trust Financial Partners (NTFP) seeks a Director of Communications for our innovative and fast-growing financial empowerment organization. The Director will design and execute a robust communications strategy that positions Neighborhood Trust's brand as an industry leader and a strong trusted thought leader on income inequality, economic justice, and financial services innovation. The Director will work closely with the CEO and senior team to craft a narrative and strategy so we succeed with diverse stakeholders: business customers, foundation and individual donors, industry leaders, press, and policymakers. The Director will supervise an Associate Director of Institutional Giving and a Development Associate, who are accountable for all aspects of institutional fundraising. The Director will design a new communications program and build a team to support.

ABOUT NEIGHBORHOOD TRUST

Neighborhood Trust's mission is to empower low-income individuals to become productive participants in the U.S. financial system and achieve their financial goals. Neighborhood Trust serves more than 8,000 clients each year on a national scale via its specially trained corps of Financial Advisors delivering tech-enabled services within employers across three states (and growing) and its national Pathways Program providing capacity building services to the credit union industry. Neighborhood Trust is regarded as an industry leader in the financial empowerment field. Today we are cultivating our model as a scalable social venture that encourages financial services innovation. We are growing quickly with strong support from leading foundations and strategic partnerships cultivating national visibility and thought leadership.

POSITION DETAILS

The Director of Communications is a strategic thinker who believes in the transformative power of social enterprise. The Director is passionate about our dual role as both a market-tested vendor of quality services delivered to paying customers and as a mission-driven firm pursuing social change.

The Director is also a highly effective leader and project manager, able to work in a matrixed environment. The Director is also a storyteller and a hands-on content developer, bringing to Neighborhood Trust strong powers of persuasion and the cultivation of a clear and unique voice on our important mission.

Responsibilities:

- Articulate Neighborhood Trust's brand and serve as brand steward.
- Build and develop communications team to realize broader organizational/fundraising objectives.
- In conjunction with CEO and the Development Team, design and implement an overall communications and fundraising strategy.
- Oversee development of cohesive collateral materials and communications campaigns for diverse audience segments, including our paying business customers.
- Craft our narrative. Be chief writer and compose core content that guides all related copy; and, as needed, own the writing for key major deliverables and campaigns.

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- Develop, pitch, and execute media relations strategies to share Neighborhood Trust's story.
- Design and oversee online presence and social media strategy.
- Seize opportunities to position organization appropriately across relevant landscapes — both within and beyond the financial empowerment field.

Qualifications

The ideal candidate should embody the following attributes:

- **Solid experience/track record.** Brings deep experience nurturing brands from the inside-out, working with multiple stakeholder groups, conceiving of and executing on communications/marketing strategies to advance organizational goals and metrics
- **Effective and articulate case-maker.** Enjoys making the case to potential customers, funders and partners as well as internal audiences, identifying 'the win' and crafting various pitches in prose and speech based on a consistent, overarching brand promise
- **Dynamic leader.** Serves as a motivating force that can build and manage a communications team (both in-house and with outside vendors) — while setting high standards.
- **Innately audience-centered.** Thinks like an outsider and is a constant champion of the end user. Has a natural ability to tap into the hearts and minds of multiple audiences
- **Mission-aligned.** Naturally, shares the organization's philosophy, vision and values around economic justice and financial empowerment

SALARY

Salary range $100,000-$125,000. Competitive benefits package offered.

TO APPLY

To apply please send resume, cover letter, and writing sample to:
hr@neighborhoodtrust.org with the subject line "Director of Communications"

Neighborhood Trust is committed to a workplace culture of collaboration and respect. We are dedicated to ongoing professional development for our employees, supporting career growth and opportunities for advancement within the organization. Neighborhood Trust is an equal opportunity employer and we are committed to equal employment opportunity in all decisions related to employment, promotion, wages, benefits and all other privileges, terms and conditions of employment.