



A PURPOSE-DRIVEN WORKFORCE.
A STRONGER COMMUNITY.

Marketing Manager

[Common Impact](#) has built the leading model for skills-based volunteering, connecting talented professionals from global companies to high-potential local nonprofits. As corporate engagement and investment in social challenges deepens, we are seeking a Marketing Manager who can help us promote and grow our organization. The Marketing Manager will help build upon Common Impact's position as the "go to" thought leader in skills-based volunteerism (SBV) through the cultivation of new partnerships and the stewardship of the Common Impact brand. Reporting to the Director, Partnerships, the Marketing Manager will support the development and execution of the organization's thought leadership and business development plan designed to expand the presence and revenue base of corporate SBV programs. Through intentional exposure to Common Impact's programs, the Marketing Manager will strengthen the connections between our program, leadership and field building teams to ensure we're collaborating to capture and share the best stories that bring our model to life for audiences ranging from corporate clients, nonprofit partners, purpose-driven employees and members of the media.

Responsibilities

- **Storytelling & Networking:** You will be one of Common Impact's key storytellers, translating our vision and on-the-ground program work into powerful, compelling stories that activate new champions of our mission. You'll make what looks like an ordinary database build sound like the transformational work it often is. You'll put a face on our work by showcasing the life and career-changing stories of individuals engaged in our programs. You'll be able to strike up a conversation with anyone – in a networking reception, in an elevator, or after a more formal meeting. You'll hook new clients, donors, partners and staff, exciting them by the work we are doing and feeding the multiple components of your role – marketing, thought leadership and business development.
- **Client Growth & Development:** You will work closely with the CEO and Director, Partnerships to expand the organization's client revenue base. You will support the development of our business development plan based on annual revenue targets as defined in the budget, and own our business development systems to monitor progress on revenue goals, sharing a monthly dashboard which enables the Director, Partnerships to calibrate business development strategy and activities. You'll identify both traditional and new forums where we should engage in order to deepen relationships with the for-purpose community. You will draft client proposals and budgets to secure new partnerships in concert with the Director, Partnerships.

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- **Thought Leadership & Marketing Strategy:** You will be responsible for supporting the design and leading the execution of Common Impact's thought leadership plan. You will draft Common Impact's annual editorial calendar, conference plan, and social media strategy in partnership with the Director, Partnerships and lead the execution of final plans. Those plans will be expected to drive measureable results connected to Common Impact's strategic plan.
- **Industry Awareness & Expertise:** In this role, you will keep a pulse on the multiple industries that Common Impact's work touches, including nonprofit capacity building, Corporate Social Responsibility (CSR), talent and leadership development among others. You'll be expected to know, at a high level, the latest happenings, forums, news and models that are emerging in these industries in order to keep our content and positioning fresh and compelling.
- **Enhancing the Organizational Culture at Common Impact:** At Common Impact, we strongly believe that the spirit in which we do our work is as important as the work itself. We pride ourselves on excellence, innovation, fostering collaboration between groups that might not otherwise interact, and a willingness to have fun with our work. We strive to create a culture of continued learning and seek colleagues who are committed to our values of service & equity, unlikely partnerships, ingenuity and levity. A successful candidate for this position will also hold these values and be excited about the mission of Common Impact.

Requirements

- ***Experience supporting the execution of marketing strategies, and measuring results.*** The Marketing Manager will have experience supporting the execution of a cross-sector marketing strategy and will understand how to shape and distribute content through social media and other platforms. The Marketing Manager will also have comfort with technology and in corraling metrics to update dashboards and inform data-driven decisions for the organization.
- ***Natural storyteller and networker:*** The ideal candidate for this role will be a natural storyteller and networker, comfortable in a variety of settings and formats (from blog posts to podcasts). You love engaging new people, working the room, figuring out what connects individuals from different backgrounds to our work. You'll come back from events and conferences with a new stack of business cards and LinkedIn connections to support our business development efforts and deliver on our organizational goal to create new and innovative partnerships.

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- ***Excitement for and comfort in a variety of client-facing roles.*** In this position, you will work with everyone from a director of a two-person nonprofit to a senior leader at a Fortune 500 company. We are looking for someone who understands how to form meaningful relationships with diverse parties.
- ***An exceptional communicator, both orally and in writing.*** Candidates must enjoy and excel at public speaking, especially as you may be called up to represent Common Impact at industry events. The Marketing Manager should also be a skilled writer with comfort drafting materials for a variety of mediums, including the Common Impact website, press releases and social media platforms such as LinkedIn, Twitter and others. The Marketing Manager will also serve as the lead author for some of Common Impact's blog posts such as our case studies on successful volunteer programs and interviews with social change-makers.
- ***Experience in multimedia content development.*** The Marketing Manager will be interested in engaging in multimedia storytelling from developing marketing collateral and blogs to engaging the impact community via social media and producing Common Impact's new podcast – [Pro Bono Perspectives](#).
- ***3+ years professional experience, ideally across social sector and private firms, and a demonstrated commitment to working with diverse communities.***

How to Apply

To apply for this position, please submit your resume, cover letter, and salary requirements to jobs@commonimpact.org, with "Marketing Manager– *Last Name, First Name*" in the subject line (for example, Marketing Manager – Doe, Jane).

Your cover letter should address the following questions:

- Please describe what about Common Impact's model is compelling to you, and what value you imagine it brings to its corporate and nonprofit clients.
- A cornerstone of the Common Impact model is that we deliberately seek collaboration between groups that might not otherwise interact. Please describe one experience that you have had working with people whose backgrounds were dissimilar from your own, how this experience was challenging for you, what role you played to mitigate differences, and what you learned about interacting with others as a result.
- What are the skills that you hope to develop in this position?

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Application deadline is January 25, 2019 and will be considered on a rolling basis. Common Impact is an equal opportunity employer committed to building a diverse community. Common Impact strongly encourages people of color and women to apply.

*This is a full-time, exempt position reporting to the Director, Partnerships.
This position will be based in Common Impact's offices in Brooklyn, NY.*

About Common Impact

[Common Impact](#) is a nationally-recognized nonprofit that works to build a society in which individuals and businesses invest their unique talents towards a shared purpose: **strengthening the local communities in which we live and work.** We connect corporate employees to nonprofit organizations with proven models to tackle the greatest challenges our communities face.

The common purpose of these connections: to deliver real value to each partner through innovations in community engagement, and ultimately to address deeply rooted and complex social challenges.

With a strong understanding of both mission-focused and business goals, Common Impact enables growing nonprofits to achieve even greater results in our communities, while simultaneously engaging corporate employees in dynamic and challenging opportunities that develop their skills and unlock successful, purpose-driven careers.

Founded in 2000, Common Impact has partnered with Fortune 500 companies and hundreds of the country's leading nonprofit organizations to create this transformational change. Learn more about our [services](#), [our impact](#), the [companies](#) we work with, and our [nonprofit](#) partners.

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