



Associate Director of Communications and Engagement

[Women's Money Matters](#) is seeking a full-time **Associate Director of Communications and Engagement** to join our growing team. Women's Money Matters is in a period of growth as we work to meet the increasing demand for financial health programs for women. As an integral member of our team, the **Associate Director of Communications and Engagement** will increase engagement with partners to ignite more donations, volunteerism and overall collaboration with oversight of WMM communications including social media, the website, material development and our CRM.

About Us:

We provide financial wellness and empowerment programming for women and girls living on low-incomes. Our program combines financial health workshops with one-to-one volunteer coaching. We are a growing organization, focused mainly in Massachusetts and southern New Hampshire since 2009. We are a remote workforce but all staff must be available for meetings in person and attend meetings across Massachusetts.

About You:

You are a strategic and results-oriented self-starter; possess strong interpersonal skills along with high work ethic; a flexible and respectful team player who connects with the organization's mission and is able to communicate it in a meaningful way to the WMM community. You think strategically and creatively to develop innovative solutions that enhance communication and engagement. You want to be part of a high performing, mission-driven, and growing organization striving to create opportunities for women and girls living on low incomes to be more financially resilient.

Qualifications

- Bachelor's Degree in Marketing, Communications or a related field.
- 5+ years of post-degree experience in social media and digital marketing plan, preferably nonprofit experience including supervisory experience
- Expert technical skills across digital/multi-media communications with the ability to create, edit and upload to social content (video & photo) on-the-fly
- Expertise in communications concepts, practices, strategies and tactics based on understanding of key audiences and organizational objectives
- High degree of proficiency using Salesforce, Zoom, Campaign Monitor Google Workspace (Docs, Sheets, Slides) and with design platforms such as Canva
- Excellent writing skills required with the ability to present and communicate effectively, verbally and in writing, with individuals at all levels with in-depth knowledge of social dashboards.
- Strong project management skills required. Must be able to successfully work in a cross-functional team and manage multiple complex projects
- Demonstrated ability to manage multiple deliverables under tight timelines and to prioritize deliverables based on organizational needs
- A self-starter who can work independently and as a collaborative virtual team member
- Appreciation for diversity, strong cultural awareness, and sensitivity in working with the underserved with interest in and passion for addressing financial wellness and empowerment programs for women and girls living on low-incomes
- Ideal candidate lives within the Greater Boston area with a valid driver's license and reliable transportation to attend WMM meetings and external stakeholder meetings across MA
- Spanish Speaking skills a plus

About the Opportunity:

This ideal candidate will develop, influence and execute a strategic communication plan to amplify the WMM brand strategies and milestones. They will develop and deliver accurate, clear and compelling communications materials ensuring brand consistency and oversee WMM CRM. Would have primary responsibility for all communications and supervise a Communications Manager; must have previous supervisory experience.



Maintain WMM Collateral

- Oversee internal marketing/communication docs for use throughout org
- Assist in creating written and visual content, formatting and delivery for WMM communications including monthly newsletter, testimonials, press releases and other
- Ensure WMM materials are up to date and accurate including our master deck, flyers, swag and other materials upon request
- Contribute to the development of event programs, briefings, talking points, and correspondence in collaboration with events, stewardship, and communications colleagues.

CRM and Website Management

- Oversee Wordpress website maintenance, updates and structure revamp
- Proficient in Salesforce - will be responsible for updating, maintaining and creating dashboards
- Understanding google analytics web traffic data and help translate to actionable insights

Social media

- Oversee WMM's social media accounts across all platforms including Instagram, Facebook, LinkedIn as well as WMM community (WMM app) while ensuring brand consistency.
- Manage and optimize communications platforms (digital community, etc.) and processes and identify new channels to maximize impact and engagement.
- Utilize social creative best practices to create, edit, publish and share content including working closely with WMM programs department to leverage stories, testimonials and any needed announcements such as upcoming programs and volunteer needs and external opportunities
- Communicate with followers and provide engagement to grow connections on all platforms

General Marketing

- Formulate branding and social media guidelines
- Create and execute a data informed marketing plan
- Implement best practices and principles for communications and infuse throughout WMM
- Develop content calendars including adjustments for special initiatives such as annual appeal
- Maintain press list and facilitate messaging
- Regularly evaluate and measure effectiveness of engagement strategies and make recommendations for improvements including actionable next steps

Other

- Report to Director of Advancement and collaborate with WMM departments for content generation; attend weekly supervisory meetings and communications strategy meetings
- Supervise Communications Manager
- Stay up to date on best practices and trends in corporate engagement and philanthropy

Compensation: \$60,000 - \$70,000 commensurate with experience. In lieu of group health insurance we offer monthly health care, work from home and wellness stipends. Other benefits include a flexible, hybrid work schedule, paid time off, including all Federal holidays, and an IRA employee match. Qualified candidates must submit a **cover letter and resume** to Pilar DiTomaso at pditomaso@womensmoneymatters.org

Women's Money Matters is an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, sex, color, religion, national origin, ancestry, age, protected veteran status, disability, sexual orientation, gender identity/expression, marital status, or other protected class. Knowing its importance to the success of our work, Women's Money Matters is committed to diversity and inclusion, and we aspire to build a diverse team and community, including groups that are traditionally underrepresented among our sector leadership.