

# Director, Strategic Marketing Communications

## ABOUT IMPACTASSETS

ImpactAssets is the leading impact investing partner for individuals, families and philanthropists seeking to effect real change for people and planet. Bold yet pragmatic in our approach, ImpactAssets' creativity and investment expertise ignites a deeply personal impact investing journey for clients - while we manage the complexities. Founded in 2010, ImpactAssets' mission is to increase flows of capital to impact investing. Together, with our clients, we are catalyzing investment capital into mission driven business models solving the worlds' biggest challenges.

The result? A fast growing, dynamic organization with over \$2 billion in assets under management and an activated community of 1,700 clients. This level of growth, vision and commitment equals great opportunities to grow a career at ImpactAssets. ImpactAssets is seeking a wide range of colleagues that share our urgency and audacity for driving outsized capital to impact investing. You dream big, have a track record for solving problems and know how to 'get stuff done'.

## THE OPPORTUNITY

This is a great opportunity for an impact investing marketing communications pro to stretch their wings and own an important role in a fast-growing and dynamic organization. We are looking for a highly motivated and experienced impact investing marketing communications professional for this new Director, Strategic Marketing Communications role. Our ideal candidate has a seasoned passion for identifying, writing, and influencing an audience with a compelling narrative. You understand how messaging and content fuels our growth, and never lose sight of what impact investors care most about. The Director, Strategic Marketing Communications has their finger on the pulse of the client and the voice of the organization.

You'll report to the Chief Marketing Officer as a leader in the development and execution of communication strategies across all channels, through high impact messaging and information, data-informed segmentation, and innovative user experiences with our client community, including individuals, foundations, single family offices, multi-family offices and corporate foundations. You will lead, design, and create communications and programs that align with our overall organizational strategy, brand, value proposition, desired client experience, and compliance requirements.

The Director, Strategic Marketing Communications position is full time and can work remotely from anywhere in the US.

### Duties and Responsibilities:

The Director of Strategic Marketing Communications will lead the development and execution of the overall marketing communications strategy advancing ImpactAssets' mission through a broad portfolio of strategic marketing communications activities. This role is equal parts strategy, writing and execution.

- You will develop and implement a comprehensive marketing communications strategy to advance ImpactAsset's mission and brand as an impact investment leader and thematic expert in climate, gender equality and racial equality.
- You will serve as a key partner to the CMO, Chief Investment Officer, Head of Business Development and Senior Investment Managers, responsible for knowing all ongoing efforts with respect to their businesses and having a seat at the strategic table to advise on communication strategy and positioning.

Key responsibilities:

### Marketing Communications Strategy

- Shape ImpactAssets' marketing communications strategy to a range of key target audiences. Work alongside internal stakeholders to identify client and sales team needs and opportunities.
- Serve as a subject matter expert demonstrating a deep understanding of the firm's overall investment capabilities and specific products/strategies and ability to connect our investment solutions with solving client needs.
- Responsible for bringing to life our product offerings in a way that engages clients and prospects to take action, to invest or to remain invested in our philanthropic and investment products/services by creating compelling messaging, product stories and content that is leveraged across channels.

### Operations & Management

- Lead the execution of ImpactAssets' marketing communications strategy, developing clear objectives and goals, as well as plans and measures of success.
- Oversee specialized marketing functions and team members including content, digital marketing, and events to ensure that initiatives reflect consistent and compelling messaging, product positioning and customer voice.
- Oversee the ongoing development and effectiveness of messaging, positioning and selling points and application into marketing collateral and content. Partner closely with creative services to ensure that content is consistent with core messaging and is of a high quality.
- Leverage in-depth knowledge of the customer lifecycle and investment products to develop content recommendations that support a cohesive content strategy and ensure that content programs plug into integrated marketing/sales initiatives
- Collaborate with the CMO to build and execute the annual IA marketing plan with key communication strategies and tactics that align with business objectives and overall brand priorities.

### Knowledge and Skill Requirements:

- Minimum of 12 years of investment marketing within financial services, investments, advisory or wealth management in both B2C and B2B environments is required. Private capital impact investment and product marketing experience strongly preferred.
- Experience driving growth in the organization's efforts with a focus on the Voice of the Customer and product, working alongside key stakeholders to identify client and sales team needs and opportunities.
- Experience managing a team of marketing and communications professionals required.
- Project management experience required, with strong organization skills and the proven ability to manage multiple tasks and meet tight deadlines in a fast-paced environment.
- Proficiency with CRM (Freshsales/Salesforce/Mailchimp), Microsoft Office Suite and Adobe Acrobat. Familiarity with project management platforms such as Box and Asana are preferred.
- Excellent writing, editing, and oral communication skills with experience developing investment-focused content such as investment fact sheets and presentation materials.
- Ability to write to diverse audiences and synthesize facts, trends, events into clear & compelling messaging and storytelling.
- Excellent editorial, interviewing, proofreading, and research skills with attention to detail.
- Self-directed strategic thinker skilled at critical, analytical and creative thinking while also comfortable with hands-on production.

- Ability to collaborate and interact effectively and professionally at all levels of seniority.
- Strong influencing and proactive communication capabilities.
- Strong problem-solving skills and high internal motivation.

#### **ImpactAssets Perks & Benefits:**

- Generous vacation and personal days policy
- Competitive salary, 401(k) plan
- Attractive benefits package including comprehensive health and dental coverage
- Opportunity for career development in a fast-paced, progressive organization

ImpactAssets is an Equal Opportunity Employer. We know our organization is at its best when we include, celebrate and embrace difference. We strive to be a diverse workforce that is representative of our mission, and where all can thrive and belong. We are committed to building a team that includes and respects a variety of voices, identities, backgrounds, experiences and perspectives.

ImpactAssets is an unconventional 501(c)(3) on a mission to change investing. We drive a 'for-profit' model and innovate with 'non-profit' flexibility. We are 'investment revolutionaries' who believe that intentional capital makes the biggest impact on people and planet. We are currently 35 strong, spanning across the country with offices in San Francisco and Bethesda, MD. And we're only just getting started!