

Communications Associate

Reports To: Chief Communications Officer

Position Summary:

MGCC is seeking a full-time Communications Associate to join its team. Reporting to the Chief Communications Officer, and working collaboratively with the Management Team, the Communications Associate plays a key role in the success of the communications strategy for MGCC. The Communications Associate will help strategically plan, create, organize, and implement communications and public relations initiatives across our various channels.

Responsibilities:

Digital Media

- *Social Media*
 - Maintain a social media dashboard to track audience segments and inform measurable action by the Management Team.
 - Coordinate MGCC's social media account by drafting and posting scheduled content, including but not limited to Twitter and LinkedIn.
 - Create high-quality, engaging, culturally relevant content (written, filmed, graphics, etc.) for a variety of stakeholders (business owners, policymakers, partners, COI's) that reflects the demographics, values, and experiences of our target audiences.
 - Ensure that MGCC has a strong social media presence locally, politically and in relation to our partner organizations.
- *Email Marketing*
 - Draft weekly high-quality content for MGCC's programs and products in partnership with the Chief Communications Officer that celebrates the achievements of business owners and our partners while showcasing MGCC as a dynamic and knowledgeable resource in Massachusetts.
 - Develop first drafts of emails as appropriate, coordinate across departments to obtain needed content from other teams, and design final emails.
 - Develop Constant Contact automations to grow engagement.
 - Keep abreast of comparable partner marketing emails to ensure that MGCC's messaging is consistently staying up-to-date and relevant for our audiences.
- *Website*
 - Assist with website content development for MGCC to connect, empower, and inform our broad base audiences.
 - Ensure that new and consistent information (PR, program information, and resources) is posted regularly and is engaging MGCC's targeted audiences – small businesses, financial professionals, and economic development professionals.
 - Accurately record and track testimonies by MGCC clients, grantees, partners, Board, and staff for posting on the website.
- *Photography & Videography*
 - Support the creation of photos and videos for MGCC marketing campaigns as needed, in-state daily travel is possible.

Marketing

- *Collateral Materials*
 - Assist the Chief Communications Officer with the development, creation, distribution, and maintenance of collateral materials, including but not limited to brochures, flyers, letterhead and envelopes, business cards, organization's apparel, etc.
- *Advertising - Events & Sponsorships*

- Coordinate sponsorship opportunities and benefits, including draft ad copy and develop accompanying graphic elements according to the vision set by the Management Team, and support outreach of the event through our social media platforms.
- Identify opportunities for MGCC representation at local events.

Data Tracking

- Analytics
 - Utilize social media analytics to assess audience engagement and to recommend next steps to the Chief Communications Officer.
 - Ensure clean Constant Contact subscriber lists and clear audience segmentation according to best practices to maximize engagement.
 - Develop and maintain website analytics dashboard to assess the impact and outreach of MGCC's website.
 - Effectively report on activity at MGCC, by gathering and analyzing information from the staff or other resources to use in marketing efforts.
 - Accurately record and track events in which MGCC representative attend and/or present at.

Support the organization in other communication matters as identified and assigned by the Chief Communications Officer.

Qualifications & Skills Required:

The Communications Associate will be thoroughly committed to MGCC's mission. The Communications Associate should have proven project management, communications, and relationship management experience. Concrete demonstrable experience and other qualifications include:

- Bachelor's degree preferred
- Strong written and verbal communications skills, strong ability to match brand tone, a persuasive and passionate communicator with excellent interpersonal and multidisciplinary project skills
- Strong analytical skills and experience in Constant Contact and with social media analytics and scheduling platforms such as Sprout Social is ideal
- Experience with design tools including Adobe Photoshop, Adobe InDesign, and Canva
- Experience with admin-level management of Drupal and Google Analytics
- Experience with coordinating and disseminating strong email content, expertise with Constant Contact is ideal
- Proficient in Microsoft Office, including Word, Excel, and PowerPoint
- Multi-media production skills, including familiarity with video and sound editing ideal
- Committed to the success of local small business-focused programs and assistance
- Strong interpersonal skills with the ability to engage a wide range of stakeholders
- Attention to detail, action-oriented, adaptable, and innovative approach to communications and organizational strategy
- Ability to work effectively in collaboration across organizations departments
- Demonstrated dedication, passion, positive attitude, mission-driven, and self-directed focus in previous roles
- Fluency in Spanish is ideal

Benefits:

MGCC offers a competitive salary and benefits package, including health/dental/life insurance, employer-paid vision insurance, employer-contribution retirement plan, paid vacation and a student loan paydown plan.

Location:

This position is hybrid.

To Apply:

Submit your resume and cover letter to jobs@massgcc.com.

MGCC is an Equal Opportunity and Affirmative Action Employer. MGCC enthusiastically urges women, minorities, and people from a wide variety of background and experiences to apply. committed to providing a nondiscriminatory and inclusive environment for its employees. MGCC enthusiastically encourages EOE/AA/Women and Minorities to apply. We are committed to diversity and consider all applicants for all positions without regard to color, ethnic background, religion, sex, gender, sexual orientation, national origin, age, and disability status. For more information about MGCC, please visit EmpoweringSmallBusiness.org.