



Now Hiring!
Strategic Communications Manager
Beneficial State Foundation

About Beneficial State Foundation and Our Mission

Beneficial State Foundation is a 501(c)3 nonprofit that works to advance financial justice and impactful systemic change in our communities and in the banking system. The foundation is the founding investor of Beneficial State Bank, a triple-bottom-line certified Community Development Financial Institution, and the administrator of the Clean Vehicle Assistance Program, which provides grants and affordable financing to help income-qualified Californians purchase clean vehicles.

Role at a glance

- We use geographic zones when determining starting salary. The starting salary for this role is either \$79,355 or \$90,177.
- This role is exempt, full-time, and reports to the Strategic Communications Director.
- We are currently working in a 100% remote environment. Preference for candidates based in California, Oregon, or Washington.
- The expected start date for this position is September 5, 2023.

Position Overview

The Strategic Communications Manager oversees all digital engagement for Beneficial State Foundation, including leading our efforts across our social media channels, website, blog, and emails. The person in this position will be central to developing and managing efforts to engage our key audiences and will collaborate closely with the Strategic Communications Director on brand management, strategic advising, and critical partnerships for implementing our economic justice strategies.

Primary Duties and Responsibilities:

Website & Content Creation (40%)

- Work with our team and web developers to support the web-based needs of the organization
- Maintain and update WordPress web pages and advise on timing and oversee refresh or revamp of the website when needed
- Manage SEO and improve website performance where appropriate
- Monitor and analyze website analytics, KPIs and visitor traffic to identify top-performing content
- Review the website regularly for needed updates to initiatives, news, and resources
- Coordinate with internal teams and external organizations for updates and to co-produce stories
- Establish and maintain web project management workflow
- Manage quality assurance (QA) testing and prioritize website changes

- Improve design, maintenance, and accessibility of the website
- Manage our content development process, write, and publish posts
- Draft organizational statements in response to news events

Social Media & Email Marketing (35%)

- Manage social media presence on relevant platforms (currently LinkedIn, Twitter, and Facebook)
- Stay updated on changes in best practices for each platform
- Maintain an editorial calendar that highlights our initiatives and relevant economic justice stories
- Capitalize on opportunities for timely content dissemination related to current events
- Write compelling social media posts based on researching relevant articles and resources
- Respond to community comments and advise on appropriate responses
- Create risk mitigation strategies when needed for sensitive posts or comments
- Partner on social media toolkits for key campaigns
- Monitor social media trends and best practices, including the use of AI in digital communications
- Manage creative vendors and partners to support content creation
- Track metrics and measure the impact of social media initiatives
- Develop email strategies to help connect the organization with its key audiences
- Create email marketing communications and implement best practices
- Monitor and improve engagement through email campaigns
- Support the deployment and maintenance of our CRM system to improve contact management

Brand Strategy & Creative Advising (25%)

- Identify opportunities to elevate the organization's initiatives and overall brand
- Develop and manage overall digital marketing strategy
- Collaborate on brand strategy and crisis communications protocols
- Copy edit communications for clarity and to make them consistent with our brand guidelines
- Support PR, media, and content production opportunities
- Collaborate with key partners, including Beneficial State Bank's Marketing team and our founders
- Provide communications support for specific programs and coalitions
- Support internal communications and content creation as needed
- Support business development and fundraising efforts
- Liaise between creative vendors and teams, providing project management and process support
- Work with Strategic Communications Director on brand refreshes and identity development



Qualifications

We are passionate about developing a diverse and inclusive workforce. If you are excited about this role but do not meet every qualification or have every key skill listed below, we urge you to apply. Transferable skills are any skills gained through education, work experience (including the military), or life experience relevant to this position.

Education/Experience

- Bachelor's degree in a related field (such as Communications, Marketing, Media, or Nonprofit Organizational Management) or the equivalent combination of education and transferable experience
- Five years of experience in digital marketing or communications, ideally focused on nonprofits, social change, or impact efforts

Minimum Requirements

- Keen awareness and sensitivity to the needs and concerns of individuals with diverse lived experiences
- Commitment to contributing to social, economic, and racial justice movements
- Interest in contributing to and living out Beneficial State Foundation's Core Values
- Comfort and flexibility in working remotely and supporting and collaborating with remote staff
- To perform this job successfully, an individual should have a strong comfort with collaborative technologies and experience working with various platforms and tools including Microsoft Suite / Microsoft 365, Google Suite, Slack, Basecamp, and Zoom

Competencies

- Provides direction and support with or without formal authority
- Cultivates buy-in to motivate key stakeholders to support the work
- Develops content to clearly deliver information that support engagement and buy-in; considers the audience, and tailors messages
- Organizing, planning, and managing the design and execution of individual and/or shared deliverables
- Develops systems to collect, gather, and leverage data to inform work; proactively looks for ways to improve data management processes
- Able to apply functional knowledge (see below) when planning work, training, and communicating with others, and designing deliverables to ensure clarity and comprehension

Functional Knowledge

- Internal and external communications methodologies, including marketing best practices in nonprofit settings
- DEI frameworks and methodologies

- Marketing and communications campaign management best practices
- Digital marketing best practices, including via web, social media, and email communications
- Marketing analytics and strategy
- Internal and external stakeholder engagement best practices

Additional Skills

- Proficiency with digital marketing analytics
- Familiarity with a variety of digital management (e.g. Basecamp, Wordpress, Mailchimp, CoSchedule, Salesforce, Canva, and Dropbox)
- Comfort with graphic design, video production, and various creative processes
- Strong project management skills
- Effective communication and problem-solving with team members
- Detail-oriented and organized

Supervisory Responsibilities

No supervisory responsibilities.

Travel

Flexibility in the schedule that allows occasional travel, some evening engagements, and infrequent weekend commitments.

Compensation

We recognize that negotiation can lead to pay inequality in an organization, so we have adopted a no-negotiation policy. We use a compensation formula to set base pay by job level, and we have two geographic zones that determine base salary by employee location. Depending on where you reside, the annual starting salary for this role is \$79,355 or \$90,177.

Benefits

Beneficial State Foundation offers:

- Medical, Dental, & Vision benefits (employee and dependent coverage)
- 401(k) (eligibility after 3 months) through Fidelity with 6% employer matching contribution
- Vacation time (17 days for 0-5 years of service and 22 days after 5 years of service), sick time (15 days) and floating holidays (2 days) that start accruing immediately upon hire
- Office holiday schedule includes 20 paid holidays inclusive of a full week office closure at the end of the calendar year
- 32 hours a year of paid time off for volunteering, activism, community care and mutual aid
- 24 hours paid time off for employee-directed professional development
- Remote work/green commute stipend (\$100 gross per month) and wellness activity stipend (\$65 gross per month)
- Reimbursement for Headspace, Calm or an equivalent mindfulness app subscription



- Opportunities for engagement and support through activities such as book club, peer coaching groups, affinity groups (in pilot stage), active Slack channels for personal connection and other ad hoc fun stuff
- Education reimbursement up to \$1,500 annually for degree programs. Up to \$500 can be used for qualifying continuing education (seminars, conferences, etc.)
- Employee Assistance Program through Optum Live and Work Well

Work Environment

All staff members work remotely in the Pacific Time Zone. We provide staff with support for remote work, including a monthly stipend, expense reimbursement, ergonomic assessment resources, etc.

Diversity, Equity, and Inclusion

Beneficial State Foundation is strongly committed to social justice and racial equity. We invite candidates of all identities and lived experiences to apply for this position.

We acknowledge the extensive history of racism, injustice, and oppression in the United States. We acknowledge the systemic marginalization of Black people, Indigenous people, and all people of color.

We acknowledge that inequity is woven into the financial services industry. Just as it manifested in condemned historical practices such as redlining, it continues in many forms today.

As individuals and as our two organizations, we are dedicated to recognizing and continuously addressing how our biases appear. We intentionally work to foster a culture of inclusion where everyone is a valued member of our teams and is treated with empathy, respect, and dignity. We commit to working today and each day to dismantle systemic racism. We commit to hearing feedback when our actions fall short of our intentions. And we firmly believe that to build a more just world, we must demolish white supremacy.

We strive to ensure that those who work and bank with Beneficial State, no matter their identity, truly feel in their hearts the words Beneficial State Bank customers experience when they walk into our branches: *you are welcome here.*

How to Apply

Application review will begin on Monday, July 17, 2023 with phone interviews to follow. We strongly encourage interested applicants to apply by Monday, July 17, 2023 but we'll consider applications on a rolling basis until the position is filled. Our target start date for this position is Tuesday, September 5, 2023.

Please submit a resume and answer our application questions through our [job application form](#). More information about our team can be found [on our website](#).

A cover letter is not required. Applications must have responses to the required application questions to be considered. If there is anything we can do to accommodate you to participate fully in the application or interview process, please let us know.

Beneficial State Foundation provides equal employment opportunities to all employees and applicants in all company facilities without regard to race, color, religious creed, sex, national origin, ancestry, citizenship status, pregnancy, childbirth, physical disability, mental and/or intellectual disability, age, military status or status as a Vietnam-era or special disabled veteran, marital status, registered domestic partner or civil union status, gender (including sex stereotyping and gender identity or expression), medical condition (including, but not limited to, cancer related or HIV/AIDS related), genetic information, or sexual orientation in accordance with applicable federal, state and local laws.