



Job title	<i>Measure What Matters Associate</i>
Reports to	<i>Director of Impact Business Strategy</i>

Company Description

ASSETS is a non-profit organization focused on transforming communities through business. We are a diverse team of experts with extensive experience in entrepreneurship, social change, and economic development.

We provide training, 1-on-1 coaching, and financing to entrepreneurs and leaders looking to start or grow their business and improve their community. Our mission is to create economic opportunity and cultivate entrepreneurial leadership to alleviate poverty and build vibrant, sustainable communities.

In addition, we have added LANCASTER WORKS which is wholly-owned by ASSETS, and is Lancaster County's first and only full-service pending B Corporation social enterprise employment agency. Our focus is to provide career placement and wrap-around support services for local residents who might otherwise struggle to find meaningful work that pays a livable wage. Our services enhance each worker's ability to succeed in identifying and navigating a path towards their goals!

Position Summary

The Measure What Matters (MWM) Associate will assist the Director of Impact Business Strategy with the development, implementation and promotion of the Measure What Matters program. Measure What Matters educates, equips and celebrates all businesses to improve their social and environmental impact with the same rigor as their profits. The program has a goal of reaching 10% of Lancaster County businesses. ASSETS partners with B Lab to mobilize the program through two primary tools – the B Impact Assessment and B Analytics.

Primary Responsibilities

The MWM Associate responsibilities fall under three primary areas: 1) direct business assistance, 2) communications and marketing, and 3) reporting and data management.

Direct business assistance

The MWM Associate will:

- Work with companies to use the B Impact Assessment, make impact improvement plans and track progress.
- Plan workshops, networking meet ups and other opportunities for businesses to learn about impact management and collaborate with peers.
- Develop and standardize impact resources and templates for companies to use.

Communications and marketing

The MWM associate will:

- Create and manage regular communication with the MWM community of businesses in conjunction with the ASSETS marketing team (potential channels include social media, Slack, newsletters, blogs post, etc.).
- Assist the director and marketing team with general marketing to create content, maintain a relevant web presence and collaborate with the marketing team to drive program participation and progress.
- Manage and track all MWM contacts.

Reporting and data management

The MWM Associate will:

- Assist the director and ASSETS Impact Manager to create systems for tracking and reporting program goals and outcomes.
- Manage and maintain the integrity of MWM program data in various organizational systems (i.e. Outcome tracker, Etapestry, Constant Contact, B Analytics, etc.); collaborate with impact manager and finance.
- Assist the finance team in preparing program and financial reports for grant and organizational reporting.

Minimum Qualifications

A successful candidate will be driven, curious, and teachable with a passion for using business as a force for good.

- Bachelor's degree required, master's preferred or equivalent experience.
- Demonstrated experience in supporting and implementing entrepreneurial ideas and programs.
- Commitment to the mission and programs of ASSETS.
- Effective communicator, both in writing and in person, with the ability to translate complicated concepts into simple terms.
- Ability to collaborate in a fast paced environment.
- Comfortable with ambiguity.
- Ability to see the big picture while executing on the details.
- Proficient with Microsoft Office, Google Suite and other internet productivity tools.
- Knowledge of B Corps, social enterprise, impact business, and the tools of impact management supported by B Lab is a plus.
- International experience and cross-cultural skills preferred.
- Competency in MS Office suite.

Working conditions

The ASSETS and Lancaster Works are both office-based organizations. You may share a room with other staff, or even work in a large area alone. The work can be challenging at times with responsibilities for meeting targets and deadlines. Dress can be business casual to professional depending upon occasion. The noise level in the work environment is usually quiet to moderate.

Physical requirements

The physical demands are typical of an office setting. Reasonable accommodations may be made to enable individuals with disabilities to perform the functions.

Note

Approved by:	Tina Campbell, Co-Executive Director
Date approved:	<i>November 22, 2017</i>
Reviewed:	<i>November 22, 2017</i>