



Job title	Marketing Manager
Reports to	Director of Advancement

Company Description

ASSETS is a 501(c)(3) and Certified Community Development Financial Institution (CDFI) located in Lancaster, Pennsylvania. Founded in 1993, our organizational focus is transforming communities through business, with an emphasis on under-represented entrepreneurs such as women and Black, Indigenous, People of Color (BIPOC). ASSETS offers in-depth training and lending for entrepreneurs. We believe in harnessing the power of entrepreneurship to alleviate poverty and build vibrant and sustainable communities.

Position Summary

The Marketing Manager will lead and manage the Marketing Department and provide fundraising support for Development as a part of the Advancement team at ASSETS. The Marketing Manager will collaborate with the Advancement Team to ensure ASSETS has the communication and fundraising strategies in place to advance the mission of ASSETS and ensure sustainability.

Primary Responsibilities

Marketing:

- Ensure and develop ASSETS' brand awareness and online reputation
- With Director of Advancement, draft annual marketing budget and set marketing strategy, calendar, and annual plan
- Ensure all communications are timely and targeted to the desired market segments
- Identify new marketing opportunities as they emerge
- Work with each programmatic department to ensure most efficient use of marketing materials for their programs
- Oversee website and ensure that content is relevant and consistently updated
- Maintain records of all ASSETS media coverage, write press releases, and serve as media first point of contact
- Lead marketing efforts for all programmatic and advancement events, ensuring original, relevant, high-quality content for all channels and ads
- Leverage the right tools to manage content (i.e., content planners and content publishers)
- Integrate all channels of marketing (social media, SEO, content marketing, email, print, and digital marketing)
- Serve on Event Committee and collaborate with team on planning and execution of goals
- Create a client funnel strategy to turn cold leads into fans, fans into customers, and customers into advocates
- Work with ASSETS' team to create clear processes to regularly update communication channels with new contacts
- Manage logistics for Podcast



- Connect with clients and programs to gather, share, and promote stories about women and BIPOC entrepreneurs through a human-centered lens
- Help identify best ways to market to target customers
- Leverage the right marketing tools to act like a for-profit company while enacting our non-profit mission
- Manage Social Media and Website
- Perform other related duties as required.

Graphic Design:

- Deliver on-brand, fresh, and inspiring graphic design and ensure ASSETS' active, accurate, and relevant presence
- Produce everything from simple social media graphics to large design projects like Annual Reports
- Maintain and expand ASSETS' well-regarded brand and high brand standards
- Equip ASSETS' programmatic and fund-raising staff with the marketing collateral needed to do their jobs well
- Tell the inspiring stories of our clients and highlight ASSETS' essential mission through various mediums
- Provide creative direction on marketing campaigns, video projects, content strategies, and more.
- Provide photography of ASSETS staff, events, and related activities
- Perform other related duties as required.

Minimum Qualifications

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill and ability required. Reasonable accommodation will be made to enable individuals with disabilities to perform the essential functions. Women and people of color are strongly encouraged to apply.

- Commitment to the mission and programs of ASSETS
- In-depth knowledge of social media platforms and how each can be deployed in different scenarios
- Working knowledge of SEO principles, including keyword research, Google Analytics, and "Search and Social"
- Proficient with Adobe, Microsoft, and Google's suite of products. Functional knowledge of WordPress a plus
- Excellent written and oral communication skills (including the ability to interview, craft compelling content, deliver an informative press release, effectively communicate information and ideas in written and video format, and deliver a positive, approachable social media voice)
- Strategic thinker, resourceful, highly organized, detail-oriented, and superior time management.
- Project management skills and ability to handle multiple projects at the same time
- Team player confident to take the lead and guide other employees when necessary. (such as in content development, creation and editing of content, and online reputation management).
- Well-versed in fostering a brand voice, positive user-experience, and targeting desired audiences.
- Three years of marketing and fundraising experience
- Comfortable with minimal supervision, self-motivated, and proactive
- Strong communication skills
- Bachelor's degree or relevant professional experience
- Ability to lift 25 lbs.



Working conditions

ASSETS is an office-based organization. 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 accommodation may be made to enable individuals with disabilities to perform the functions.

Note

This job description in no way states or implies that these are the only duties to be performed by the incumbent in this position. The employee will be required to follow any other job-related instructions and to perform any other job-related duties requested by any person authorized to give instructions or assignments. All duties and responsibilities are essential functions and requirements and are subject to possible modification to reasonably accommodate individuals with disabilities. To perform this job successfully, the incumbents will possess the skills, aptitudes, and abilities to perform each duty proficiently. Some requirements may exclude individuals who pose a direct threat or significant risk to the health or safety of themselves or others. The requirements listed in this document are the minimum levels of knowledge, skills, or abilities. This document does not create an employment contract, implied or otherwise, other than an “at will” relationship. No promise of employment for a particular period of time shall be effective or binding unless made in writing.

Equal Opportunity Employer:

ASSETS does not discriminate against any employee or applicant for employment because of race, color, ancestry, age (40 and over), religion, sex, national origin, political affiliation, sexual orientation, gender identity, marital status, disability, genetic information, veteran status, membership in an employee organization, or any other legally protected characteristic. ASSETS promotes the principle of equal employment opportunity.