



COOPERATIVE FUND OF THE NORTHEAST

P.O. Box 970, Watertown, MA 02471 • 800-818-7833

www.coopfund.coop • cfne@cooperativefund.org

Cooperative Fund of the Northeast

The Cooperative Fund of the Northeast (CFNE, formerly Cooperative Fund of New England) is a community development loan fund that brings together socially responsible investors and cooperatives, community oriented non-profits, and worker-owned businesses in New England and New York. We envision economic justice for all through thriving cooperative enterprises. Since 1975 CFNE has supported co-ops by providing over \$70 million in flexible financing, as well as customized technical assistance. This has created or preserved thousands of jobs and affordable housing units, without losing any investor funds.

We work for economic, social, and racial justice by advancing community based, cooperative, and democratically owned or managed enterprises with a preference to assisting cooperatives in low-income communities by:

- Providing financial products at reasonable rates
- Developing business skills
- Offering an investment opportunity that promotes socially conscious enterprise

Position Title: *Communications Director*

Location: Remote, within New York or New England (Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, or Connecticut)

Job Description

The Communications Director manages CFNE's communications and brand strategy, including design, social media, and storytelling that consistently communicates CFNE's brand while engaging diverse stakeholders, including borrowers, partners, investors, and funders. While staff and contractors will assist in contributing content and design, the Communications Director will anchor the communications strategy and production through various channels, including print, web, and social media.

This position is our first staff person dedicated to Communications, and it requires a broad skill set in not only strategy development and project management, but also in writing, design, and messaging. We are also looking for candidates with a demonstrated commitment to social, economic and racial justice.

This position is currently a full-time non-exempt position, working remotely from a home office, reporting to the Executive Director and with a starting salary in the \$80,000 - \$90,000 range, depending on experience. Part time hours are possible.

Essential Functions

- Oversee the development and implementation of a communications **strategy** that supports the CFNE strategic plan and organizational goals.
- Lead an annual and quarterly **planning** process to schedule, coordinate, and evaluate CFNE communications.
- Coordinate and collaborate with all departments (lending, learning, and capitalization) and contractors to develop consistent **messaging** and **materials** that:
 - effectively reach diverse audiences across demographic, education level, and linguistic divides;
 - advance departmental and organizational goals; and
 - reflect CFNE's commitment to economic, social, and racial justice.
- Schedule, plan, and coordinate the development of **storytelling** content (e.g. interviews, case studies, photos, videos, infographics, interactive items, and Spanish translation), utilizing contractors as appropriate.
- Promote CFNE's **brand**, values, visual aesthetic, and tone of voice in all marketing and communications.
- Directly manage specific communications **projects**, including related contractors who provide significant support.

Other Responsibilities

- **Meetings:** Attend Staff meetings (weekly) and Board of Trustee meetings (quarterly).
- **Representation:** Participate in civic and community events, network and ecosystem meetings, committees, and others as assigned.
- **Projects:** Contribute to team effort by working on special projects, programs, and reports as assigned.
- Other duties as assigned.
- Occasional regional travel, including overnight, evening, or weekend work, may be required.

Qualifications

- Five plus years working in a communications role with progressively more responsible positions in development, communications, and/or marketing.
- Willingness to be part of building out a relatively new Communications program.
- Solid understanding of **brand management**, and the ability to develop and implement branding guidelines and standards.
- Strong experience in **content management** systems such as Constant Contact and Hootsuite; strong Microsoft Office skills; and some experience in design software such as Adobe Creative Suite.
- Strong **project management** skills.
- Excellent **verbal and written** communication skills, with an ability to **tailor messages** for a variety of audiences and reading levels.
- Proven experience creating **targeted content** and **using data** to improve engagement.



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- Strong knowledge of communication practices and techniques across a **variety of media**.
- Strong **attention to detail** and **proofreading skills**.
- Experience in **building intercultural competence** and working with a wide range of cultural backgrounds, educational levels, and socioeconomic statuses.
- Ability to work independently, as well as collaborate with a close-knit group.
- Demonstrated flexibility, creativity, and a sincere willingness to learn.
- Be able to provide current samples of your written and creative work product.
- Fluency in languages in addition to English (especially Spanish) is a plus.

Mental and Physical Requirements

This position requires frequent typing and repetitive hand movements, and answering of the phone. Specific vision abilities required by this job include far and near acuity. Performing the duties of this job will require frequent sedentary work while sitting, and walking or standing the remainder of the day. In addition, this position will require organizing, presenting, and the ability to deal with stressful situations. Must have the ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule format. Must have the ability to relate to others, work with others, work independently, concentrate, and perform complex or varied tasks as needed.

The physical and mental demands described here are representative of those that must be met by an employee to successfully perform the essential function of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Compensation

The Cooperative Fund of the Northeast offers a generous benefits package that includes paid vacation and sick time, flexible work schedule (between Monday-Friday), dental and vision insurance, a home office stipend, and a SIMPLE IRA retirement savings plan. Salary range: \$80,000 - \$90,000, depending on experience. Possibility to negotiate hours between 60%-100% full time. CFNE is an equal opportunity employer.

Candidates of color are strongly encouraged to apply.

How to Apply: Please email a resume, cover letter, and current samples of work to josie@cooperativefund.org with subject line “Communications Director”.

Deadline: Priority review will be given to applications received by August 31, 2022.