



NORTHERN INITIATIVES

Money and Know How

Northern Initiatives Job Posting - Communications & Content Coordinator

Northern Initiatives (NI), a non-profit Community Development Financial Institution, seeks a Communications and Content Coordinator to implement the organization's outreach for NI as well as for Initiate, its social enterprise.

Northern Initiatives Communications & Content Coordinator works collaboratively with the CEO to implement the organization's outreach strategy and to support the efforts of both Northern Initiatives and Initiate (NI's social enterprise.) He/she/they manages both brands and provides leadership in external communications.

Essential Duties and Responsibilities

- Northern Initiatives
 - Creating and implementing NI's promotional strategy
 - Managing all external communications including the website, earned media, print media, e-newsletter, and social media
 - Gathering stories and statistics from customers
 - Writing and ghost-writing
 - Supporting fund development through the creation of external communications such as the annual report, proposals for speaking engagements, and external presentations
 - Developing marketing tools
 - Managing communications with NI borrowers to promote upcoming events and keep them updated on NI programs.
- Initiate
 - Supports the Initiate Program Coordinator and Chief Strategy Officer in implementing Initiate's promotional strategy
 - Managing all external communications including the website, earned media, print media, and social media
 - Gathering stories and statistics from customers
 - Writing and ghost-writing
 - Developing marketing tools for Northern Initiatives and Initiate affiliates to increase awareness of the platform to entrepreneurs
- Provides support for Initiate and Northern Initiatives efforts to coach small businesses on effective marketing and communications strategies

Required Skills:

- Excellent writer and copy editor
- Attention to detail
- Adobe Creative Suite experience
- Website maintenance (Wordpress preferred)



NORTHERN INITIATIVES

Money and Know How

- Email marketing experience (MailChimp preferred)
- Social media experience

- Understanding of diversity, equity, and inclusion

Required Education/Experience:

- Bachelor's degree required
- A minimum of three years related experience
- Presentable body of work (e.g. personal or professional print or online media that demonstrates superior writing skills)

Preference given to candidates fluent in both English and Spanish.

To apply, please email resume and letter of interest to Careers@northerninitiatives.org