



## Job Description

**Date:** September 16, 2009  
**Title:** Part-Time Marketing Communications Manager (20 Hours/Week)  
**Location:** Boston, MA

The Part-Time Marketing Communications Manager role is a newly created position designed to accommodate Capital Link's rapid organizational growth. The Communications Manager, together with the CEO and Marketing Director, will further develop the firm's overall marketing communications strategy. He/she will be responsible for implementing the strategy and creating a full range of communications materials which support Capital Link's overall mission of supporting the capital development of community health centers.

This position reports to Capital Link's Director of Marketing and Project Consulting.

### **Key Responsibilities Include:**

Manage the development and production of communications materials including the firm's quarterly newsletter, press releases, brochures, and similar materials to reach Capital Link's major audiences (health centers, Primary Care Associations, federal funders, foundations, banks/lenders, legislators, etc.). Responsibility includes all aspects of communications from draft creation through distribution of final product (including article selection, writing, editing, design, and distribution.)

Create updated "how to" manuals and materials covering various stages in the capital development process for distribution to Capital Link's core audience.

Assist the CEO in researching, assessing, and pursuing fund-raising opportunities including preparing proposals and presentation materials for grant and foundation development.

Develop and implement an image and branding strategy for Capital Link with a defined "look and feel" and consistency across various product types (print and electronic.)

Review, upgrade, and regularly update Capital Link's website to maximize its value and usefulness.

Coordinate marketing support and exhibit materials for industry conferences and events.

Other activities as requested.

## **Qualifications**

### **1. Knowledge/Degree/License Requirements:**

- *Education.* Undergraduate degree in English, Journalism, or Marketing required. Masters degree in Marketing a plus.
- *Finance/Funding knowledge.* Ideal candidate will have familiarity with various types of funding sources for capital projects, including traditional and non-traditional lenders and grant-making sources.
- *Health Center Knowledge:* Ideal candidate will have an understanding of the health care industry, working knowledge of the issues related to the expansion of access to primary and preventive health care, and familiarity with primary care associations.
- *Capital development knowledge.* Ideal candidate will have an understanding of the capital development process.
- *Nonprofit familiarity.* Ideal candidate will be familiar with nonprofit organizations and understand their organizational structures.
- *Mission Driven.* Ideal candidate will demonstrate a commitment to the larger mission of expanding access to primary and preventive health care and will value the opportunity to work in a collaborative learning and teaching environment committed to providing excellent products and services to the community health center industry.

### **2. Experience Requirements:**

- 3-5 years of experience in publications development with writing and editing experience in a non-profit organization.
- 3-5 years of experience in graphic design, desktop publishing, website content development, and production of collateral materials.
- 3-5 years of experience developing, leading and managing projects both individually and as a member of a team.
- Minimum of three years experience in fund-raising techniques including: proposal writing; public relations; prospect research; and donor relations.
- Proven track record of effectively developing, implementing, and managing marketing communications plans and products.

### **3. Skills Requirements:**

- Excellent organizational skills
- Excellent verbal and written communication abilities
- Proven expertise in desktop publishing, graphic design, and web design
- Strong knowledge of Microsoft Office products, including Excel, Word and Access
- Strong oral presentation skills

### **4. Physical Requirements:**

- Must be able to travel up to 10% of time to industry conferences and events.
- Most of the time in office spent sitting, with up to 1/3 of time walking or standing. There are no restrictions on ability to interrupt periods of sitting.
- Manual dexterity required for using computer, filing, etc.
- Minimal lifting.

- Vision requirements, as appropriate, for working on computer and with typed and handwritten materials.
  - Must be able to hear well enough to communicate in person and by phone without special assistance.
  - Must be able to speak and communicate clearly in English.
5. **Mental Requirements:**
- Ability to work well in a fast-paced environment, juggle many priorities and handle stress in a professional and positive manner.
  - Ability to work independently and show professional judgment in carrying out assigned work tasks with limited supervision.
  - Ability to respond appropriately and professionally to staff and members of the public, in person and on the phone.
  - Ability to understand and follow complex instructions.
6. **Working/ Environmental Conditions:**
- Climate-controlled office (will consider work-from-home option for some portion of working hours)
  - Quiet working environment
  - Unpredictable conditions when traveling for work
7. **Machines, Equipment, Tools Used:**
- Computer
  - Telephone
  - Fax machine
8. **Benefits** include company-sponsored SEP-IRA, 403(b)(7) plan, Section 125 and 132 plans, and vacation/sick/holiday/personal time.
9. **Salary** is based on education and experience.

**Capital Link is an Equal Opportunity Employer and takes affirmative action to ensure that applicants and employees are not discriminated against because of race, color, age, sex, sexual orientation, religion, veteran's status, military status, creed, physical or mental handicap/disability or national origin.**