

Marketing and Communications Senior Manager

About Us:

Business Impact NW is one of the leading non-profit community development financial and business assistance organizations in the Pacific Northwest. Our work supports the economic development of marginalized communities by offering access to capital, training, and support to grow small businesses throughout Washington, Oregon, Idaho and Alaska. For more information about BIN's history, mission, and programs for women, BIPOC, LGBTQ+, immigrant, and veteran business owners, please see our website: www.businessimpactnw.org.

What it is Like to Work for Business Impact NW:

Business Impact NW works hard to serve our clients while maintaining a healthy work-life balance and positive team-oriented atmosphere. Our strategic framework revolves around building trusted relationships, providing equal opportunity, valuing contributions, community impact, and financial stability. Our team consists of 36 diverse employees that reflect the populations we serve, plus a corps of contractors and an engaged Board of Directors.

Position Summary:

This is a dynamic position ideal for a driven individual with opportunities to work on varied tasks, projects, campaigns, and events. Join our small team of dedicated professionals to work in close partnership with organization leadership. If you are looking to make a huge IMPACT, have a strong marketing background, love crafting effective messaging and a fast-paced environment, this position is for you!

The Marketing and Communications Senior Manager will work to increase engagement with our clients and stakeholders, manage marketing and communications projects, and help to safeguard and promote the brand of Business Impact NW. This position reports to the Director of Marketing and Communications within the Development Department.

Duties and responsibilities:

- Develop, coordinate, and execute marketing campaigns for BINW's programs, events, and fundraising.
- With the Director of Marketing and Communications develop and implement effective marketing strategies and plans.
- Create, write, and edit compelling high-quality content marketing, including blog posts, press releases, announcements, memos, event presentations, talking points, website copy and media kits.
- Interview clients, staff members, donors, and volunteers, and write stories in different formats.
- Develop and manage media relationships.
- Collaborate with Leadership on internal communications.
- Other projects as assigned.

The ideal candidate will have:

- A Bachelor's Degree in marketing, public/media relations, communications, or related field.
- Minimum 5-plus years of experience in marketing and communications ideally in a non-profit.
- Knowledge of marketing, branding, communications, media relations, and social media.
- Strong writing and editing skills with close attention to detail.
- High level of professionalism.
- Excellent project management skills with ability to focus on, and advance, multiple projects simultaneously.
- Adept with marketing and CRM tools such as MailChimp, Eventbrite, Adobe Creative Cloud, Salesforce (or similar CRM platform), and Google Analytics.

Schedule & Location:

- 40 hours per week, 8:30am-5pm
- HQ located in Seattle, WA
- Working mostly or semi-remotely in WA state can be accommodated (even after COVID restriction are lifted)

Compensation Package:

- Salary of \$62,000 - \$68,000, Full Time, DOE.
- Opportunity for growth and advancement

Generous benefits include:

- 100% paid employee medical, dental and vision plans
- Paid holidays, including all federal holidays and the week between Christmas and New Years
- Paid vacation time off
- Paid sick days
- 403b retirement account
- Professional development allowance
- Commuter benefits
- Adoption assistance
- Health Savings Account
- Voluntary supplemental medical benefits: Disability, Life, and Personal Accident insurance
- Flex time
- A great and diverse workplace culture

To apply please submit a resume and answer screening questions through [job listing on Indeed](#).

Position open until filled. All candidates are subject to a background check.

Business Impact NW is committed to creating and maintaining a diverse environment and is proud to be an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age, or veteran status

