Position: Marketing and Program Associate
Reports to: Director of Entrepreneur Services

THE ORGANIZATION:
Entrepreneur Works Fund is a non-profit, certified Community Development Financial Institution (CDFI) focused on growing small businesses and creating jobs in the Philadelphia metropolitan area. Our mission is to cultivate and promote successful entrepreneurs among underserved populations and in underserved areas of the region – entrepreneurs who then become economic engines in their own communities. By connecting hundreds of entrepreneurs each year with access to capital (microloans), one-on-one technical assistance, business training and networking opportunities, Entrepreneur Works Fund helps promising individuals develop economic self-sufficiency and create job opportunities through business ownership.

Since 1998 Entrepreneur Works has impacted approximately 5,000 entrepreneurs and advanced more than 450 microloans, investing a total of more than $1.7 million directly into neighborhood businesses. At least 79% of our clients identified as members of a racial minority, while 66% resided in low- to moderate-income households and 64% were women in our Fiscal Year 2017.

POSITION SUMMARY
The Marketing and Program Associate will play a key role in developing and implementing the organization’s marketing strategies with the goal of attracting new customers and heightening the brand and visibility of the organization. Entrepreneur Works is focused on expanding its lending and business support programs and developing new, competitive products and services that are relevant to the populations that the organization serves.

POSITION REQUIREMENTS
This position requires an exceptional communicator who can work well with a diverse group of customers, thrives in dynamic, multi-cultural settings, and is passionate about entrepreneurship, economic and social justice. Candidates should also have experience working independently, comfort managing their own projects, the ability to quickly learn and are confident offering new ideas.

PRINCIPAL RESPONSIBILITIES
Marketing/Outreach

- Develop and execute sales/marketing strategies for loan products and business services
- Develop and execute digital marketing activities including social media platforms, email marketing, blogs, analytics; assist with maintaining WordPress website
- Develop digital promotional material and collateral
- Develop/secure digital content (e.g. articles, videos, e-books, white papers, photos, presentations)
- Collect client stories and testimonials and create materials that tell their story
- Manage offline marketing activities and outreach (distributing promotional materials, print ads, attending networking and promotional events)
- Establish and maintain strategic partnerships with local organizations and businesses that have access to our target populations
- Conduct on-going marketing activities targeted to Entrepreneur Works’ existing customers, customer database, and target market
Coordinating Programs/Services

- Coordinate logistics around workshops, meetings and networking events
- Secure facilities and resources for workshops, meetings and networking events (e.g. presentation equipment, materials, instructors/guest speakers)
- Correspond with business development consultants, instructors, and guests
- Assist Director with developing programs, services and events and establishing program calendar
- Track all client participation goals related to Entrepreneur Works’ contracts and grants, and ensure successful completion of goals
- Draft program reports for Board meetings
- Perform other duties as assigned by Director of Entrepreneur Services

QUALIFICATIONS

- College degree preferred
- Proven skills in digital marketing (social media, e-newsletters); familiarity inbound marketing
- Extensive computer skills. Must be proficient with Microsoft Office Suite (especially Word, Excel, PowerPoint)
- Experience with the following programs or equivalent is strongly preferred: Canva, MailChimp, Salesforce; ability to learn new software applications quickly
- Superior verbal and written communication skills; public speaking and presentation skills
- Highly organized and detail-oriented; ability to multi-task
- Creative and critical thinking skills
- Ability to effectively communicate with people from various backgrounds
- Has demonstrated experience in community outreach
- Must be committed to Entrepreneur Works’ mission of growing successful businesses in low- and moderate-income communities.

SALARY: Salary commensurate with experience.

TO APPLY: Please send cover letter and resume via e-mail (with “Marketing and Program Associate” in the Subject Line) to Gabby Palumbo: gpalumbo@entre-works.org. No phone calls please.