



COMMUNICATIONS SENIOR ASSOCIATE

The Cities for Financial Empowerment Fund supports municipal efforts to improve the financial stability of households by leveraging opportunities unique to local government. By translating cutting edge experience with large scale programs, research, and policy in cities of all sizes, the CFE Fund assists mayors and other local leaders to identify, develop, fund, implement, and research pilots and programs that help families build assets and make the most of their financial resources. Financial empowerment spans four key disciplines:

- Professional financial counseling and education
- Access to safe and affordable mainstream banking products and services
- Short- and long-term asset building
- Consumer protection in the financial services marketplace

The CFE Fund is seeking a talented and experienced communications professional to support its communications and external affairs work. The Senior Associate will support the creation, development, and dissemination of a range of communications and fundraising tools and deliverables, ensuring that the CFE Fund is an active participant and leader in the discourse on relevant financial empowerment issues.

This position reports to the CFE Fund's Senior Principal who oversees communications and fundraising. This is a New York City-based role, although exceptional candidates who must live elsewhere may be considered. New York City-based staff have the option of working in person from our NYC headquarters, or may elect a hybrid office/remote work schedule with a minimum of 2 days in the office. Remote employees must secure their own work environments and travel approximately monthly at the CFE Fund's expense to NYC to meet with teammates.

Primary Responsibilities:

- Lead the development and design of a variety of communications tools and deliverables including reports, one pagers, newsletters, articles, blog posts, op-eds, talking points, email blasts, press releases, speeches, and presentations, among others, working closely with supervisor;
- Lead the development and maintenance of relevant, meaningful, and regular content for the CFE Fund website, related partner websites, and social media and email channels ;
- Lead in-house graphic design projects (social media images and templates, presentations, and other resources as needed) and manage external vendor for larger-scale graphic design projects;
- Support media and press outreach, including researching potential outlets and reporters, preparing talking points, and supporting media pitches;

- Support CFE Fund municipal and other partners in their communications efforts, including through the provision of technical assistance to and the creation of communications resources for partners;
- Assist CFE Fund leadership and staff on ensuring a common voice for the Fund and ensure that all public facing materials are consistent and on message;
- Support CFE Fund evaluation staff on ‘telling the story’ with data through reports, profiles, one pagers and other evaluation deliverables; and
- Support supervisor and other finance and budget staff with budget management and financial reporting.

Minimum Qualifications:

- A Bachelor’s Degree in communications, English, or a related field preferred, or at least six years of relevant experience in lieu of a degree;
- A minimum of three years of relevant work experience in a communications or related role, preferably at a nonprofit or government organization;
- Experience managing social media campaigns, preferably across a range of different stakeholders;
- Graphic design experience with the Adobe InDesign suite (preferred) and/or Canva;
- Excellent writer with the ability to synthesize complicated data and policy concepts and develop compelling stories to a wide range of audiences;
- Advanced interpersonal and communication skills with the ability to support a team, and the ability to work closely with a wide range of constituents, including funders, government partners, the media, staff, consultants, and community organizations;
- Ability to take initiative and move projects forward in a fast-growing, entrepreneurial environment;
- Experience in financial empowerment, asset building, and/or community development with relevant partnership relationships preferred; and
- Website management, video/audio editing, media relations, Salesforce/Marketing Cloud, and government experience a significant plus.

The CFE Fund offers excellent benefits and competitive salaries commensurate with qualifications. The salary range for the Senior Associate title is \$70,000- 95,000 based on qualifications, worksite location, and team parity. The CFE Fund is an Equal Opportunity Employer. We seek applicants with diverse backgrounds and lived experiences that can help enhance our approach to supporting municipal financial empowerment efforts.

To apply, please email a resume, cover letter, and 3-5 page professional writing sample to info@cfefund.org with the subject line “Communications Senior Associate Application.”