



Position:	Marketing & Communications
Status:	Full Time, Exempt
Location:	Nashville, TN
Reports To:	VP, Marketing & Communications
Updated:	August 15, 2022

Organization Summary

Founded in 2010, the Nashville Entrepreneur Center (EC) is a non-profit organization with a vision to be the best place in America to start and grow a business. We exist to provide critical resources through programs, mentorship, and networking to help entrepreneurs at every phase of the entrepreneurial lifecycle and enable economic prosperity for all.

Our Culture:

Being an entrepreneur can be a difficult and often lonely journey. There are many obstacles present in starting and growing a business, such as learning the fundamentals of creating a business plan, writing a sales program or securing introductions to potential customers.

We've built a community where entrepreneurs can learn from each other and expert advisors, anchored by best-in-class programming. We're here to support entrepreneurs at every stage of the entrepreneurial lifecycle connecting them with the critical resources to create, launch and grow their businesses.

Our Values:

- Innovative: we help turn ideas into action
- Excellent: we strive to be exceptional, best-in-class
- Results-driven: we are action-oriented
- Trusted: we are reliable and approachable
- Inclusive: we make the extra effort to make sure everyone is welcome
- Adaptive: we are agile in response to changing circumstances

Position overview

Department's Purpose:

The Nashville Entrepreneur Center is seeking a Marketing & Communications Manager to join our marketing communications team that seeks to realize our vision of helping make Nashville the best city in America to start, launch and grow businesses. At the EC, we're on a mission to help founders realize their dreams by delivering critical resources throughout their entrepreneurial journey. The marketing team plays a vital role in keeping the center top of mind as we recruit the country's top innovators to our city.

Reporting Structure:

This position will report to the VP, Marketing Communications and be responsible for developing and executing measurable programs and campaigns in support of the EC's strategic goals. This role will own the tactical execution of marketing communication activities with the goal of elevating brand awareness, generating marketing leads and establishing Nashville as the best city in America to start, launch and grow businesses.

Day-to-Day:

Specifically, this role will liaise with the program team gathering founder stories to feed into the overall editorial calendar, create a variety of materials to curate across many channels, be the dedicated social media manager and oversee the customer and content management systems (Wordpress and Hubspot) to maintain and engage contacts with content that drives action to generate program leads, showcase impact and results to donors as we raise visibility of the organization among a variety of stakeholders.

Types of content we create include program recruitment and showcase activities, event promotions, thought leadership and entrepreneurial features and highlights, EC impact reports and economic development stories through digital and print collateral/publications, videos, podcasts, digital email marketing, website and social media posts, digital newsletters, social media toolkits, presentations, blogs, announcements, press releases, advertising and event management.

Responsibilities:

- Digital Marketing, CRM, CMS and Content Creation: Write, design and manage first-class digital content, including emails, videos, infographics, blogs, and data visualization to ensure optimal content delivery to target audiences across multiple channels as directed by the Content Director.
 - Own and monitor website content, traffic and engagement (e.g. conversions and bounce rates) and collaborate with team to optimize online experience
 - Review and update published content as needed
 - Own and monitor Hubspot contact workflows, contact lists, social and newsletter distributions.

- Social Media Management: Own daily management of multiple channels to keep a steady pulse of timely and relevant content that drives engagement; must balance a variety of content that responds to multiple needs of the organization
 - Assess, report and respond to the online community in a timely manner
 - Report metrics quarterly

- PR and Media: Support PR strategy for press releases and media placements for traditional and non-traditional publications
 - Conduct surveys to understand marketing needs
 - Follow industry-related news and generate ideas around trending topics
 - Updates messaging matrix to use and share with others as reference
 - Proofread and edit written pieces before publication
 - Collaborate with team on partner communications and messaging

- Ensure consistent use of terminology, phrasing and tone across content throughout
- **Branding:** Ensure company branding and messaging is consistent and positively reflected across all communication, materials, channels, social streams and media placements
 - Conceptualize and design brand experiences that communicate the EC's values, features, and benefits across a variety of channels with a focus on CRM, website landing pages, paid and organic social, and more
 - Manage the creation of visual content to ensure it's in line with brand
 - Oversee agency and freelance production, as needed
 - Craft design deliverables including key visual assets, infographics, iconography, and more
 - Steward the implementation and evolution of our design standards and systems
 - Be a voice in the room for the Brand Design team in cross-functional working groups
- **Advertising:** Create paid social media plans & content to drive lead generation
 - Report Google analytics and refine plans based on data
 - Participate in user research and testing when applicable
 - Work with the EC's program team to understand the impact that your design work has on key business metrics and actively apply those learnings to future creative assets you develop

About You

You are a creative and thoughtful writer and designer who loves working in a fast paced, start-up-like environment and ready to take on the EC's storytelling strategies. You have a drive for results and proven experience where you've published articles on social media, websites, newsletters and managed many projects at once.

You have a working knowledge of Customer and Content Management Systems, like WordPress, Hubspot and an understanding of email marketing.

What you will need to be successful:

- Bachelor's degree and 3-5 years of marketing experience
- Strong writing skills are essential to the success of this role
- Must be adept when it comes to tasks such as organization, PLUS analyzing and interpreting data
- Demonstrable computer skills: A basic grasp of SEO, content management tools (Wordpress) and customer management tools (Hubspot)
- Knowledge and experience in brand voice, messaging, copywriting, and marketing techniques and trends
- Self-starter with strong prioritization skills and the ability to work independently and collaboratively
- BONUS: Design skills (typography, composition, overall good design sensibilities), Experience in Adobe Creative Suite (Premiere, After Effects, Video Editing) a plus.

Compensation Package

This is a full-time, exempt position and based in Nashville, TN.

- Salary range dependent on the level of experience
- Comprehensive benefits package, including medical and life insurance with dental, vision and disability options plus a 401(k) matching option
- Flexibility in how work is accomplished with respect for work/life balance

To apply please go to www.ec.co/careers

We are an equal opportunity employer and do not unlawfully discriminate in employment. No question on this application is used for the purpose of limiting or excluding any applicant from consideration for employment on a basis prohibited by local, state, or federal law. Equal access to employment, services, and programs are available to all persons. Those applicants requiring reasonable accommodation to the application and/or interview process should notify a representative of the organization at ops@ec.co.