

Job Description

Marketing and Communications Manager

Last updated January 2025

WHO WE ARE

Third Sector Capital Partners, Inc. is a national nonprofit technical assistance organization advising our government agencies on how to reshape their policies, systems, and services toward better outcomes for all people, regardless of race, background, and circumstances. Founded in 2011, Third Sector is a 501(c)3 organization that has worked with more than 50 communities to deploy more than \$1.8 billion of government resources toward outcomes. Third Sector's consulting engagements are organized into four Practice Areas - Economic Mobility, Early Childhood, Diversion and Reentry, and Behavioral Health - and help government agencies to:

- better use data to understand the impact of their programs,
- improve the way they contract for services,
- allocate resources to support underserved populations, and
- collaborate with community stakeholders and partner agencies to improve services.

Third Sector unlocks possibility, confronts inequity, and catalyzes change to the benefit of the people and places our government, community-based, and philanthropic partners serve. We do this by co-creating projects with our partners, understanding the root causes of inequity, implementing data-driven and community-driven solutions, and setting up sustainable systems for continuous improvement to ensure that governments can do this work with their partners after their engagement with Third Sector ends.

THE ROLE

OVERVIEW

The Marketing and Communications Manager will support the Managing Director of Communications in developing and executing strategic marketing initiatives that amplify Third Sector's mission and impact. This role involves content development and planning and managing media, marketing, and communications efforts across multiple channels, ensuring consistency in messaging and supporting Third Sector's commitment to equity and systemic change.

JOB SUMMARY

The Marketing and Communications Manager will play a key role in shaping and executing marketing and communications initiatives that build Third Sector's brand and communicate our impact. This role involves copywriting and editing, managing media outreach, and cross-departmental, cross-functional marketing efforts, all while fostering collaboration across internal teams to support our mission of driving systemic social change.

RESPONSIBILITIES

The following are the key responsibilities of the Marketing and Communications

Manager, designed to support strategic marketing and enhance Third Sector's communication and brand presence:

- **Content Development:** Create marketing and promotional materials such as fact sheets, brochures, case studies, and presentations. Produce multimedia content to support organizational storytelling.
- **Develop and Implement Marketing Strategies:** Collaborate with the Managing Director of Communications to create integrated marketing campaigns that promote Third Sector's mission, work, and brand. Develop targeted marketing plans across multiple channels.
- **Copywriting and Messaging:** Write, edit, and proofread materials for accuracy, tone, and consistency, ensuring that messaging is clear, engaging, and reflective of Third Sector's values. Ensure all content follows branding guidelines and resonates with target audiences.
- **Media Relations:** Manage media outreach and relationships, including drafting press releases, op-eds, and editorial board memos. Build and maintain relationships with media contacts, monitor media coverage, and seek opportunities to elevate Third Sector's brand through strategic media placements.
- **Strategic Communications:** Collaborate with the Managing Director of Communications to develop multi-channel marketing campaigns that promote Third Sector's work and amplify its mission. Design and implement initiatives that use storytelling to drive engagement and demonstrate the impact of our consulting work.
- **Event Promotion:** Support event planning and execution by developing marketing strategies for organizational events, conferences, and campaigns. Partner with internal teams to ensure cohesive brand messaging across all events.
- **Collaborate Across Teams:** Work closely with the Partnerships and Project Development team and other internal stakeholders to align marketing initiatives with organizational priorities. Coordinate with executive spokespeople to amplify partner stories and project impact.
- **Project Management:** Oversee marketing projects from concept to completion, ensuring that deadlines are met and that all materials are consistent with Third Sector's branding and messaging guidelines.
- **Vendor and Consultant Management:** Manage relationships with external vendors, contractors, and consultants involved in marketing and media activities. Ensure that all third-party efforts align with Third Sector's marketing strategy and quality standards.

Note: This listing represents the majority of day-to-day responsibilities in this role, but other duties may be assigned as needed.

CANDIDATE PROFILE

EXPERIENCE

We seek a candidate with at least six years of professional experience in marketing, communications, or a related field. Ideal experience includes:

- **Strategic Communication:** Strong understanding of messaging strategy and audience engagement, particularly in a consulting or mission-driven organization. Proven ability to craft narratives that align with organizational objectives and drive impact.

- **Copywriting and Editing:** Significant experience writing and editing content, with a strong focus on producing engaging, persuasive, and audience-specific materials. Ability to distill complex information into accessible and impactful messaging.
- **Multi-Channel Marketing:** Experience in developing and executing integrated marketing campaigns across multiple channels, including digital, print, and media.
- **Media Relations:** Demonstrated experience managing media relations, including building relationships with media contacts, drafting press releases, and tracking media coverage.
- **Project Management:** Ability to manage multiple projects and deadlines while maintaining strong attention to detail. Experience working with vendors, consultants, and media contacts to execute marketing plans.
- **Analytical Skills:** Proficiency in analyzing campaign metrics, interpreting data, and using insights to optimize future marketing efforts.
- **Communication and Collaboration:** Excellent written and verbal communication skills, with the ability to work collaboratively across teams and influence stakeholders.

VALUES AND COMPETENCIES

Our team of 60 team members is united by our mission and commitment to becoming an anti-racist organization. We have been working to acknowledge, understand, and dismantle the White dominant structures we uphold internally and with our partners. We are identifying and implementing strategies to change our organizational culture and external relationships, including creating space for both multi-racial and affinity-based conversations about our journey and the work ahead.

All team members rely on a competency model rooted in our core values of Results, Racial Equity, Relationships, Respect, and Reflection to steer our growth and evaluate our performance. Below is a snapshot of our competency model, providing a quick reference. For the Marketing and Communications role, the highlighted competencies—*Communication, Planning and Execution, Data Analysis, and Relationship Building*—are emphasized for their crucial role in framing behaviors required for success in the role.

The Marketing and Communications Manager must be proficient in the following competencies:

- **Communication:** Strategically uses various methods of communication to plainly convey messages to internal and external teams. Creates and maintains spaces for sharing and listening. Supports teams by compassionately navigating difficult interpersonal conversations. Actively listens, engages, and consistently seeks understanding across diverse perspectives. Participates willingly and effectively in challenging conversations with minimal guidance.
- **Planning and Execution:** Establishes a clear approach for developing content, managing projects, and engaging all stakeholders inclusively. Aligns and is accountable for deliverables, actions, and timelines to achieve project objectives. Manages internal and external expectations in anticipation of workflow changes and their impact on individuals.
- **Data Analysis:** Synthesizes relevant qualitative and quantitative data insights clearly to make informed decisions with teams that advance project objectives and outcomes.

- **Relationship Building:** Strengthens internal relationships with team members across the organization. Builds and strengthens collaborative relationships with external partners.

Model Snapshot			
Self <i>Defined as: How I am expected to show up and grow as an individual</i>	Project <i>Defined as: How we approach and do our work</i>	People <i>Defined as: How we engage with one another and our partners</i>	Leadership <i>Defined as: How we lead and manage teams and overarching organizational systems</i>
Active Learning	Planning and Execution	Communication	Team Management
Emotional Agility	Facilitation	Coaching and Development	Thought Leadership
Conscious Reflection	Data Analysis	Relationship Building	Shared Vision
	Problem Solving/Critical Thinking		Inclusive Decision-Making

NEXT STEPS & ROLE DETAILS

APPLICATION INSTRUCTIONS

Interested candidates should submit their application via the link available on our website (<https://www.thirdsectorcap.org/careers/>). Questions about the role or interview process can be directed to talent@thirdsectorcap.org.

The deadline to apply for this role is **Sunday, February 9 at 11:59 PM Pacific Time.**

INTERVIEW PROCESS

Our recruitment process stages are outlined below:

1. Application submitted for initial screening that includes:
 - a. Questionnaire to provide basic information
 - b. Resume/CV upload
 - c. Responses to written questions (see instructions below)
2. First-round interview via Zoom
3. Professional references requested
4. Second-round interview via Zoom
5. Offer issued

APPLICATION QUESTIONS

Please complete these questions and upload your responses (in PDF form) to your application in the "Upload Additional Files" section. **Submissions that do not include completed application questions will not be considered.**

1. Based on the Marketing and Communications Manager job description, which of your previous experiences (roles, projects, and/or other accomplishments) best demonstrate your ability to meet the expectations of this role at Third Sector? Be sure to highlight how your experiences:
 - a. demonstrate that you have the ability to draft and edit high-quality marketing and communications materials for a variety of audiences.
 - b. demonstrate your ability to work collaboratively across departments and teams to achieve a shared communications or marketing goal. *(about 300-400 words)*

2. Describe your approach to the following scenario: The Managing Director (MD) of Communications has tasked you with drafting an op-ed to be published in a distinguished trade publication on best practices for engaging in stakeholder engagement. To write and edit this piece, you will need to pull information from 3-5 projects with strong examples and engage Project Leads, Project Directors, and Practice Area MDs in the writing and editing process to ensure the piece is technically accurate and engaging to readers. How would you go about the process of putting this piece together? *(about 200 words)*

3. Third Sector recognizes that to achieve our mission of "transforming public systems to advance improved and equitable outcomes" we must address systemic racism. We are therefore committed to becoming an anti-racist organization. Please comment on how this commitment resonates with you and how it would inform your approach to your work at Third Sector. *(about 200 words)*

SALARY AND BENEFITS

This position is full-time. The FLSA status for this position is exempt. Third Sector is committed to ensuring fair and competitive compensation practices are in place, and we offer our team members as comprehensive a wage as our financial ability can allow. Third Sector also provides competitive benefits, including medical, dental, and vision benefits, life and disability insurance, a 401K plan with a 4% match, a technology stipend, Flexible Savings Accounts (FSA), and more.

For the Marketing and Communications Manager position, we provide a competitive starting annual salary of \$91,900 for candidates who meet the minimum qualifications of the role. The maximum budgeted salary for this position is \$112,500, with compensation within this range determined by relevant years of required experience and geographic location. At Third Sector, we prioritize pay equity across our team and, therefore, do not engage in negotiations regarding starting salary.

This role is proudly funded through a generous gift awarded after rigorous vetting from [Yield Giving](#), a foundation established by MacKenzie Scott. This funding reflects Ms. Scott's confidence that Third Sector is a trusted organization delivering impactful work that drives meaningful change. We are excited about the opportunity this role provides to expand our capacity and amplify our mission, and we intend to integrate the role into our operating budget upon the conclusion of its grant funding. As with all roles at Third Sector, employment is at will, and we remain deeply committed to financial sustainability and transparency as we continue building a resilient and impactful organization.

START DATE

The intended start date for this position is March/April 2025.

LOCATION

All applicants must provide proof of authorization to work in the United States. Please be advised that Third Sector does not offer visa sponsorship.

We encourage applications from individuals residing anywhere within the contiguous United States. This role is remote, with limited expected travel. This requirement may be waived in certain circumstances if the staff member cannot travel due to health conditions that are accommodated via our accommodations process. All staff are also expected to attend once- or twice-annual in-person retreats (4 days each).

ACCESSIBILITY

The employee who fills this position must be able to perform the essential functions of the position satisfactorily and, if requested, reasonable accommodations will be made to enable employees with disabilities to perform the essential functions of their job, absent undue hardship. Physical and mental demands of this position include remaining in a stationary position most of the time while operating a computer and the ability to communicate information and ideas so others will understand - the employee must be able to exchange accurate information in these situations.

Third Sector is committed to the full inclusion of all qualified individuals. As part of this commitment, Third Sector will ensure that persons with disabilities are provided reasonable accommodations. If reasonable accommodation is needed to participate in the job application or interview process, to perform essential job functions, and/or to receive other benefits and privileges of employment, please contact talent@thirdsectorcap.org.

At Third Sector, we value diversity, equity, and inclusion. We believe diversity leads to better solutions for the complex social challenges we tackle, the clients we serve, and the communities we impact. We are committed to providing equal opportunities and approach recruitment impartially, without regard to an individual's race, ethnicity, color, religion, gender, gender identity, sexual orientation, national origin, disability status, income status, or any other characteristic protected by law.