



**Ownership
Works**

Manager, Digital Marketing

New York, NY

About Ownership Works

Ownership Works is a fast-growing nonprofit with a mission to transform how ownership is distributed within corporations. We partner with private and public companies to implement innovative shared ownership programs that make every employee an owner and honor the collective effort behind a company's success. Alongside a coalition of diverse stakeholders, Ownership Works is fueling the shared ownership movement and providing companies with the roadmap and tools for implementation: from structuring a broad-based equity plan to supporting employee engagement and financial wellness.

Ownership Works was founded in 2021 to scale shared ownership as a means of addressing economic insecurity among employees, narrowing the racial and gender wealth gaps, and strengthening companies and communities in the process. Our public and private equity partners manage over a trillion dollars in assets and employ over a million people worldwide. Together, we are catalyzing a new era of corporate leadership that extends the opportunity to build wealth — through ownership — to every colleague.

Ownership Works is building a team of top-notch leaders to develop the infrastructure and partnerships to guide companies through the process of sharing ownership, and to evaluate the impact of these programs. This includes helping companies: structure and implement broad-based ownership grants, develop a high engagement culture, and increase employees' financial resilience through programs such as on-demand pay, emergency funds, no cost/lost cost banking and financial coaching and advising.

Ownership Works is supported by premier foundations and some of the nation's largest private equity, financial services, accounting, consulting, and law firms.

We are:

- results-oriented with a culture of humility and excellence
- pragmatic optimists who enjoy translating big ideas into actionable plans and measurable results
- diverse, curious, strategic, and accountable
- incredibly fast moving as we build and launch the organization

About the Position

Ownership Works is looking for an experienced digital marketing professional to build a dynamic digital marketing function. This is an exciting opportunity for a self-starter who wants to leverage their skills, experience, and creativity to make a difference in the lives of thousands (and potentially millions) of hard-working people. The successful candidate will be highly skilled in the art of data-driven storytelling that changes hearts and minds and unifies disparate audiences around a common goal. In addition, the right candidate will excel in developing and managing Ownership Works' strategy across a variety of digital channels.

Goals

Develop and execute sophisticated digital marketing strategies to:

- Grow and develop social channels, community management, monitor and amplify partner and thought-leader messaging
- Segment our various audiences and ensure we are driving the right messages to the right groups
- Operationalize the digital marketing function and create robust processes
- Ensure the Ownership Works website is up-to-date and drive new and exciting content to engage with a variety of audiences

Responsibilities

- Lead all aspects of digital marketing commensurate with a fast-growing and influential nonprofit
- Implement digital campaigns to support Ownership Works' mission as a prominent voice in the shared ownership space
- Manage and evolve Ownership Works' website and content, including the development of new components
- Develop and implement an SEO strategy to ensure Ownership Works surfaces with its target audiences
- Manage day to day social media activity including posts and community management as needed
- Lead expansion of additional social channels
- Manage e-mail marketing strategy and activities
- Work with media production and content teams to help amplify Ownership Works and partner storytelling
- Work with the development team to create engagement strategies targeting prospective clients and donors
- Create ongoing impact reports across all digital channels, apply learnings for continual improvement
- Support other digital engagement channels such as webinars, podcasts and digital events
- Own all channel integrations across CRM, CMS, social and e-mail
- Monitor digital marketing trends and ensure Ownership Works is in line with best-in-class practices

- Support campaign performance and reporting
- Help establish operating procedures and digital playbooks
- Make minor design updates across channels as needed

Skills & Qualifications

- 5+ years in the digital marketing space
- In-depth knowledge of social media and web practices and analytics
- Knowledge of HTML and CSS required
- Experience with WordPress, Mailchimp and Salesforce preferred
- Ability to advance multiple projects
- Working knowledge of design
- Highly creative with excellent analytic skills

Equal Opportunity Employer. Ownership Works is an Equal Opportunity Employer. Women, people of color, people with disabilities, LGBTQIA persons, and veterans are encouraged to apply.

Benefits. Excellent health, vision, and dental care benefits for you and your family. Unlimited paid time off. 401(k) retirement plan with generous employer contributions.

Location. Ownership Works is building a New York City based team. We will have an office-centric hybrid work model that prioritizes the health and safety of our staff and partners.

To Apply. We sincerely appreciate your interest in joining Ownership Works and building the shared ownership movement.

- Due to the pace and number of these searches, candidates are strongly encouraged to apply as soon as possible.
- Applications should include a thoughtful cover letter describing your interest in working for Ownership Works, the specific role, and your qualifications along with your resume. Please submit applications to hire@ownershipworks.org.
- Your cover letter and/or resume must specifically reflect your expertise in the indicated skills listed above.
- Due to volume, only those candidates considered for an interview will be contacted