

## CONTENT MANAGER

### JOB DESCRIPTION

AltCap is an ally to underestimated entrepreneurs. As a local Community Development Financial Institution (CDFI), we pair financing expertise and business advisory services to give small business owners access to the resources and capital they need to grow. Since 2008, AltCap has deployed nearly \$250 million in New Markets Tax Credits and almost \$30 million in small business financing that supports job-creating small business investments and community-focused real estate development projects. By igniting the potential that traditional lenders may overlook, we empower entrepreneurs throughout our communities to build a more inclusive, vibrant local economy.

The Content Manager will play a key role in advancing AltCap's mission through the implementation of core communications and marketing efforts. Reporting to the Director of Advancement and External Affairs, this position will produce creative and engaging content for social media, email, print, and other communications channels and will support branding, impact reporting, and guerilla marketing efforts for a high-performing economic development nonprofit organization. We are looking for highly-motivated, creative thinkers who are interested in being a part of a team and a movement in Kansas City.

### RESPONSIBILITIES

- Develop and implement integrated marketing campaigns that build awareness for AltCap's mission and impact;
- Produce, edit, and share creative and engaging content for social media, email, and website;
- Manage editorial calendar and communicate priorities with the team;
- Assist in the ongoing development of AltCap's brand strategy;
- Report on campaign and channel performance;
- Collaborate with staff to develop innovative ideas, directions, and channels for communications;
- Effectively utilize AltCap's network of partners and borrowers to increase awareness and access to capital;
- Pitch, draft, and distribute news releases, media alerts, and other stories;
- Monitor and report community and economic impact of AltCap's services and programs;
- Research and report on trends in content delivery, economic and community development, entrepreneurial/small business topics, and other topics as assigned; and
- Other responsibilities as assigned.



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#### AltCap

3200 Wayne Avenue

Kansas City, Missouri 64109

(816) 216-1851

[www.alt-cap.org](http://www.alt-cap.org)

## PREFERRED QUALIFICATIONS

- Possess a strong commitment to economic inclusion and investment in Kansas City's small business community;
- Strong written and verbal communication skills;
- Proven experience developing and implementing effective marketing campaigns;
- Ability to channel creativity into high quality content with attention to aesthetic and brand standards;
- Experience in digital marketing, copywriting, database management, email, and social media;
- Experience with data visualization;
- Solid understanding of website and marketing analytics;
- Highly motivated and able to prioritize and meet deadlines for multiple projects;
- Bachelor or masters degree in communications, journalism, marketing, public relations, history, or related area;
- Possess an awareness of and involvement in community events; and
- Adventurous eater

## APPLY

The Content Manager position is a Full-Time position, Monday – Friday, 8:30 am – 5:00 pm with occasional evening and weekends required. The compensation package will include salary commensurate with experience, full health benefits, matching retirement contributions, and generous PTO policy.

Please email a resume, cover letter, two writing samples, and/or a sample that shows your design aesthetic/ability (this can be any content you have created for your social media or any print or digital design work) to Gabe Kahan, Project Manager at [gabe@alt-cap.org](mailto:gabe@alt-cap.org). AltCap is an Equal Opportunity Employer.



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