Marketing & Communications Temporary Lead

Nest is a US-based 501(c)3 nonprofit committed to furthering global workforce inclusivity, gender equity, and cultural preservation through responsible development of the global craft sector. Nest is reimagining the future of work and advocating for the interests of overlooked artisan and maker entrepreneurs and small businesses to advance gender equity and deepen economic inclusion for women and vulnerable populations in the United States and around the world. Through a comprehensive suite of programs, Nest supports over 1,500 micro and small businesses as they develop their operations to access meaningful market opportunities and achieve long-term success. Nest is hiring for a temporary full-time Marketing & Communications Lead to serve in a 6-month role to lead the organization’s marketing and communications strategy and team. This role will report to Nest’s Executive Director. We are looking for a seasoned marketing professional with personnel management experience to help us operationalize and build the foundation of the team.

Key Responsibilities:

Team Lead

- Act as a strategic partner and collaborate with Senior Leadership to develop and implement marketing and communications strategies, initiatives and goals
- Collaborate closely with the leadership and the marketing team to establish and maintain a consistent and compelling brand vision, while aligning marketing efforts with the company’s overall strategic goals, including the roll out of new branding
- Mentor, motivate, and lead the marketing team in day-to-day operations with an emphasis on maintaining a strong culture, objectives, and success
- Oversee the creation, production, and implementation of inspiring campaigns and materials that build the brand and drive donations and partnerships
- Lead efforts to create a best-in-class digital and social presence that empowers stakeholders to spread the brand virally including the development of innovative campaigns that increase quality followers and turn them into future supporters and advocates
- Build operational systems for the communications and marketing team cross-functionally that allow for higher productivity and efficiency on all related tasks

Brand Partnership Marketing Support

- Create media and promotional kits to help infuse our top brand and philanthropic partners with storytelling, inclusive of written and digital assets and appropriate permissions
- Support the development of messaging, marketing collateral, pitch materials and other necessary assets (e.g. product one-pagers, partnership pitch deck, case studies)
  - Work cross-functionally with Nest’s program delivery team to secure storytelling assets and impact metrics to create engaging materials
- Collaborating with the partnerships team, concept and create pitch ideas for new marketing or storytelling opportunities for our most strategic partners
- Optimize the use of the Certificate of Ethical Handcraft and Nest Seal of Ethical Handcraft in relevant communications and support the use of the consumer-facing Nest Seal with partners including liaising on storytelling assets that communicate artisanal impact and working with partners to create stronger shop paths online

Press and External Communications
● Liaise with the Nest PR team and internal Nest team to help craft compelling pitch opportunities
● Concept outlets and pathways to externalize Nest's work including speaking engagements, conference presence, co-authored pieces, and other strategic placements of our work
● Develop strategy for externalizing Nest's major launches and moments such as Nest-led research reports and program milestones and working with the team to secure partners for external communication and dissemination including influencers

Specific requirements include
Nest is seeking an accomplished candidate who has at least 6 years of communications or marketing experience, ideally in an “in-house” leadership role within a nonprofit, brand or foundation. Personnel management experience is a must as is the ability to take knowledge and transform it into exciting and useful messages, and disseminate it to the right audiences through the best distribution channels.

● Highly collaborative style; experience developing and implementing communications strategies
● Strong management experience leading and motivating a team
● Excellent writing/editing and verbal communication skills
● A strong track record as an implementer who thrives on managing a variety of key initiatives concurrently
● High energy with the ability to serve as a unifying force and to position communications discussions at both the strategic and tactical levels
● Self-starter, able to work independently, and entrepreneurial; enjoys creating and implementing new initiatives
● Proficient in either Adobe Creative Suite with an emphasis on InDesign or Canva, Experience with Microsoft Office (Excel) and Google Suite is preferred
● Familiarity with a digital asset management system is preferred

Compensation and Benefits
This is a 6-month temporary position. Depending on the success of the role, there is potential to convert the role to a full-time position and/or a renewable temporary position. Nest offers competitive compensation determined using nonprofit salary rate guides published annually in major US cities. The salary will ultimately be determined based on previous experience and geographic location of the selected candidate, with a compensation of $55,000 for the 6 month role, paid in bi-monthly installments. Nest provides full medical insurance coverage (medical, dental, vision) and covers 50% of dependents and an annual contribution of 10% of salary directly into a SEP IRA retirement account. One vacation day is accrued each month (annual total of 12 days) plus an additional 17 days for recognized Holidays and our annual break at the end of December through New Year’s Day. All travel costs, when required, will be covered by Nest.

Application Instructions
Nest believes that a strong work ethic, professionalism, and willingness to learn are just as important as checking off the box for technical skills on any job description and actively discourages potential candidates from self-rejecting. Nest is dedicated to providing equal employment opportunities to all individuals based on job related qualities and ability to perform a job, without regard to age, sex, gender identity or gender expression, sexual orientation, parental or marital status, race, national origin or ancestry, genetics, natural or protective hairstyles worn, veteran or active military status, religion or religious expression, visible disability, invisible disability, neurodiversity, psychiatric diagnosis, or other protected class. To be considered, please send your interest to rebecca@buildanest.org. The subject line should include your name and the position title.