



Content and Communications Manager

New York, New York

To Apply

Please visit the [application portal here](#). Candidates are encouraged to apply as soon as possible. Due to volume, only those candidates considered for an interview will be contacted.

About Ownership Works

Ownership Works is a fast-growing organization with a mission to increase prosperity through shared ownership at work. We partner with companies and investors to implement innovative shared ownership programs that make every employee an owner and honor the collective effort behind a company's success.

Ownership Works was founded in 2021 to scale shared ownership as a pathway to maximizing shared wealth creation, addressing economic insecurity, and strengthening companies. Our partners manage over a trillion dollars in assets and employ over a million people.

Ownership Works is building a team of outstanding leaders and professionals to guide investors and companies through the process of sharing ownership and to evaluate the impact of these programs.

About the Marketing and Communications Team

The Marketing and Communications Team serves as an accelerant to the shared ownership movement building efforts through the application of integrated marketing strategies, content development, and convenings and events to create awareness of and interest in shared ownership, our work, and the work of our partners. Ownership Works partners with some of the nation's largest private equity, financial services, consulting, and law firms, and is also supported by premier foundations, with whom we work to amplify the shared ownership narrative.

We are:

- Results-oriented with a culture of humility and excellence
- Pragmatic optimists who enjoy translating "big ideas" into actionable plans and results
- Strategic, curious, diverse, and accountable
- Incredibly fast moving as we build and grow the organization

About The Position

Ownership Works is seeking an experienced, driven and mission-oriented communications professional who is passionate about the critical role content and messaging can play in the success of an organization.

The role will play a critical function in establishing the narrative for our movement today and in the months and years to come. The role will support and help execute a number of communications and content strategies including 1) perpetuating the Ownership Works evolving narrative with an emphasis on written and multi-media content, thought leadership, and storytelling; 2) supporting and amplifying the work of institutions advocating for or transitioning to shared ownership models; and 3) generating awareness and excitement within the broader public.

The Content and Communications Manager will oversee and execute all writing and content development needs to support our marketing strategy and will liaise with our Business Development and Business Engagement teams on fundraising and client content respectively.

The successful candidate will be able to demonstrate strong content development and marketing skills, exhibit a mastery of both long and short-form writing, and have the ability to flex tone and style for our varying audiences and channels. Experience with SEO and e-mail marketing will set the successful candidate apart.

As part of the interview process, you will be asked to provide writing samples and complete a writing test.

Responsibilities

- Contribute to and help execute the O.W. content strategy across channels
- Support all marketing writing and copyediting needs
- Oversee development of video projects
- Draft white papers and other in-depth technical writing
- Work with Marketing Team members on social media, web and e-mail marketing copy
- Work with PR partners to support an earned media strategy
- Generate ideas to maintain O.W. as a leader in public discourse
- Own and manage content projects from ideation through to distribution
- Draft speeches and talking points for leadership appearances at events and conferences
- Help manage freelance writers and other content contributors as needed
- Launch and manage the Ownership Works blog and podcast (future)
- Create messaging toolkits for partner organizations and clients
- Draft and refine copy for marketing materials and presentations
- Contribute to audience segmentation and SEO strategies for e-mail and web respectively
- Monitor partner content for amplification opportunities
- Establish and evolve the Ownership Works written style guide
- Help track and measure the content impact against marketing goals
- Stay up to date on content marketing industry best practices

What this position at Ownership Works offers you

- A unique opportunity to work with top leaders in finance and business to impact the lives of thousands of hard-working individuals by transforming businesses and creating shared wealth
- The opportunity to be a specialist in your field while supporting a movement and gaining a comprehensive understanding of the shared ownership space
- Talented and passionate colleagues
- A flexible work environment in a people-centered organization

Skills & Qualifications

- 5-7 years of professional experience in content creation, content marketing, writing, journalism, or communications
- Superior written and verbal communications skills
- A strong interest in becoming a subject-matter expert in shared ownership
- Ability to provide writing samples and past work
- Experience working in a professional or agency environment
- Ability to meet tight deadlines and advance multiple projects simultaneously
- Creative problem-solving skills
- Highly responsive and collaborative team player
- Self-starter with an entrepreneurial mindset

Base Salary Compensation Range

The compensation available for the role considers a variety of factors including, but not limited to, work location, individual skill set, previous/applicable experience, and other business needs. The estimated salary range for individuals who work in New York City is \$100,000 - \$160,000.00 per annum plus bonus.

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.

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.