



**Ownership  
Works**

## **Associate, Marketing and Communications**

New York, NY

### **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**

Founded in 2021, Ownership Works (O.W.) is a fast-growing nonprofit organization with a mission to increase prosperity through shared ownership at work. O.W. helps companies and investors implement shared ownership programs that make every employee an owner and honor the collective effort behind a company's success. At scale, employee ownership can help millions of lower-income workers and people of color build savings and wealth, often for the first time, at businesses that are more dynamic, resilient, and successful.

O.W. has set an ambitious goal of creating at least \$20 billion of wealth for workers by 2030 and, over the long term, making broad-based employee ownership the new norm at work. To achieve these goals, O.W. has two areas of focus:

**Movement Building.** Through partnerships, network-building, education, data, and storytelling, O.W. is building a movement to increase the adoption of shared ownership by private and public companies. Over 90 private equity firms, financial institutions, foundations, labor advocates, and pension funds have joined the O.W. consortium as Founding Partners and made unprecedented commitments to advance the shared ownership movement.

**Hands-on Guidance.** In collaboration with its Founding Partners, O.W. helps public and private companies implement broad-based employee ownership programs that improve corporate cultures, increase employee engagement and satisfaction, and create an alignment of interests between employees and employers, all of which can support better outcomes for companies and workers. Since O.W.'s founding, over 123 companies have implemented shared ownership programs, reaching over 180,000 workers.

Ownership Works is certified as a [Great Place to Work](#).

For more about O.W.'s programs and impact, visit <https://ownershipworks.org>.

## About the Position

Ownership Works is seeking a self-motivated and ambitious mission-driven marketing associate interested in a challenging role that will help them develop their career as a marketing professional and as a rising leader in the economic justice space. This is an exciting opportunity for a self-starter who wants to leverage their passion, energy, and creativity to make a difference in the lives of thousands (and potentially millions) of hard-working people. The successful candidate will be passionate about marketing and storytelling and keen to build upon their excellent writing, analytical, communications, and research skills to support an omni-channel marketing strategy.

At Ownership Works, we create novel solutions to complex problems in a dynamic, fast-moving environment. We value creativity, accountability, and a builder mindset—pushing through challenges, adapting quickly, and driving solutions with our mission at the center of everything we do. If you're proactive, resilient, and eager to grow while making an impact, you'll thrive here.

### *What This Role Offers*

- Contribute to the marketing efforts directly responsible for growing and raising the profile of the shared ownership movement.
- Develop expertise in writing content for purpose-driven organizations.
- Collaborate with passionate professionals and receive mentorship from experienced leaders.
- Enjoy a flexible, people-centered work environment.

## Key Responsibilities

- Support the team's omni-channel marketing activities and campaigns from inception to execution and measurement, with an emphasis on writing and content creation.
- Measure and report on monthly marketing channels, communications, and earned media metrics.
- Research and gather information related to employee ownership, trends in workplace and employee engagement, financial wellness, and more to inform content creation and storytelling.
- Manage, transcribe, and compile partner testimonials, quotes, videos, and other content that supports content creation and storytelling.
- Support and advocate for best practices around file management, organization, and version control of team materials.
- Track and manage updates to the Ownership Works website to ensure all content, statistics, and materials are up-to-date and accurate.
- Help monitor and amplify activity across Ownership Works' consortium of partners and companies.
- Support annual reporting and storytelling across marketing and development audiences.
- Other administrative support projects as needed.

## Minimum Qualifications

- B.A./B.S. required; degree in marketing, communications, or relevant field preferred.
- 2-3 years of work experience in marketing, communications, PR, or mission-driven organizations.

## Preferred Qualifications

- Proficiency in Microsoft Office Suite.
- Strong understanding of marketing principles and digital marketing tools.
- Experience using and navigating content management systems (CMS).
- Excellent writing and communication skills; ability to adapt tone in writing according to medium, audience, and best judgment; receptive and adaptive to feedback.
- Commitment to excellence in work; ability to review own work to ensure it is error-free, coherent, and adheres to organizational standards for quality control.
- Strong analytical skills to interpret marketing data and draw actionable insights.
- Ability to advance multiple projects and deliverables.
- Highly responsive, accountable, and collaborative.
- Familiarity with Airtable and/or basic project management methodologies a major plus.
- Familiarity with WordPress CMS a major plus.
- Passion for social justice and the mission of Ownership Works; interest in becoming a subject matter expert in employee ownership.

At Ownership Works, we are dedicated to building a diverse and inclusive workplace. If you're excited about this position but your experience doesn't precisely align with every qualification, we still encourage you to apply.

## 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.

## Compensation

Compensation for this role is determined by several factors, including work location, individual skills, relevant experience, and business needs. For candidates based in New York City, the estimated salary range is \$70,000 - \$90,000 plus an annual discretionary performance-based bonus subject to board approval.

## Benefits

We offer a comprehensive benefits package aligned with the professional services sector, which includes excellent health, vision, and dental coverage for you and your family, unlimited paid time off, a 401(k) plan with generous employer contributions, and 18 weeks of fully paid parental leave.

## Location

O.W. is building a New York City-based team. The team works from our brand-new Midtown Manhattan office space two days per week.