



Director, 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 looking for an experienced, driven, and mission-oriented professional to lead Ownership Works' Marketing and Communications team and 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 a multi-disciplinary professional who can lead a team and successfully execute strategy, brand and digital marketing, communications, video, design, and events.

The right candidate will also interface with Ownership Works' various stakeholders, including founding institutional partners and company executives, to support and amplify their work in the shared ownership space.

The role will require using innovative approaches and cost-efficient strategies, including sourcing and managing a range of creative partners and vendors that help accelerate the team's work.

Core Goals

Develop and execute sophisticated marketing and communications strategies to:

- Fuel the shared ownership movement and establish shared ownership as a leading business strategy.
- Develop and grow Ownership Works' brand identity and credibility across the private, public, and nonprofit sectors.
- Develop and deploy a content and communications strategy to effectively communicate Ownership Works' services, goals, and impact to our varied audiences, including private equity firms, private and public companies, asset management firms, workers, unions, foundations, donors, government officials, and academics.
- Leverage a sophisticated digital marketing approach to expand Ownership Works' reach with key stakeholders across social media, SEO, and paid media.
- Establish Ownership Works as a changemaker and thought leader through strategic PR, media, speaking engagements, op-eds, publications, etc.
- Support and accelerate development and fundraising goals through digital fundraising strategies.
- Generate opportunities for Ownership Works' partners to amplify their work in the shared ownership space through messaging, PR, spotlights, and other public realm communications.

Key Responsibilities

- Build upon Ownership Works' omni-channel marketing and communications strategy.
- Lead and grow a team of creative and events professionals to execute organizational goals.
- Develop and execute innovative social, earned, and paid media strategies.

- Oversee all content production, including marketing materials, annual reports, articles, and social media content.
- Consult with Ownership Works partners and company executives, including communications, investor relations, and marketing teams, to support and guide their efforts.
- Plan and execute Ownership Works' convening and events strategy.
- Develop a cost-effective strategy for continuously capturing key moments and testimonials from workers and companies on the impact of shared ownership.
- Manage a marketing budget and associated costs.
- Manage vendor and creative partner relationships and ensure timely delivery of work within budgets.
- Develop, track, and report on marketing and convening KPIs.
- Establish processes to continually learn and evolve all marketing efforts.
- Partner with a PR agency to deploy a media strategy for Ownership Works and its consortium.
- Maintain and evolve the Ownership Works website, ensuring that the information is engaging and relevant to the organization's growing needs.

Minimum Qualifications

- 10-12 years of marketing and communications experience, ideally in an in-house leadership role within a complex business or organization.

Preferred Qualifications

- Passion for social justice and the mission of Ownership Works; interest in becoming a subject matter expert in employee ownership.
- Exceptional writing/editing and verbal communication skills, with the ability to adapt style and approach to disparate audiences and stakeholders.
- Excellent relationship builder with strong interpersonal skills; able to foster, manage, and grow relationships and partnerships with a diverse group of external stakeholders.
- Self-starter with an entrepreneurial mindset and a track record of creating and implementing new initiatives and bringing ideas to fruition.
- Experienced team builder and collaborative team player who can both manage by influence and lead teams to success across a variety of key initiatives concurrently.
- Proven project management and time management abilities while maintaining excellent attention to detail.

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.

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 \$170,000 - \$185,000 plus bonus.

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

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.