



# ICIC

Initiative for a Competitive Inner City

**Title:** Communications Associate  
**Start Date:** October, 2017  
**Salary:** *Negotiable*

**Location:** Boston, MA  
**Website:** <http://icic.org>  
**Contact:** [mcamp@icic.org](mailto:mcamp@icic.org)

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The Initiative for a Competitive Inner City (ICIC) is a national not-for-profit organization founded in 1994 by Harvard Business School Professor Michael Porter to promote economic development in America's inner cities through private sector engagement that leads to job, income and wealth creation for local residents. ICIC brings together business and civic leaders to drive innovation and action, transform thinking, and accelerate inner city business growth. ICIC's research highlights the competitive advantages of inner cities and informs its advisory practice. At ICIC, you will work with talented, creative and committed professionals in a collaborative culture dedicated to excellence and innovation.

### **Position Summary:**

ICIC is seeking a high-performing and creative Communications Associate who will work closely with senior leadership to develop ICIC's brand by supporting the organization's robust dissemination and engagement initiatives. The Associate will report directly to ICIC's CEO, work with colleagues across the organization, and serve as the organization's primary communication and marketing contact.

### **Primary Responsibilities:**

- Manage ICIC's digital platform and social media presence. This includes developing and publishing digital content that spreads awareness of ICIC's mission and current work to support the ICIC brand and continues to increase ICIC's digital following, regular tweeting, ongoing website updates and managing our digital assets.
- Develop and execute dissemination plans for ICIC's small business programs. Plans should include audience identification, message construction, collateral creation and media outreach (both locally and nationally). Develop content for and manage ICIC collateral materials (print and digital).
- Plan and manage ICIC's editorial calendar, including research publications, webinars, blogs, newsletters and email blasts. Write content for case studies, blog posts, newsletters and other publications for dissemination on the ICIC platform and partner platforms.
- Manage all marketing, communications, and audience building related to select ICIC events.
- Manage all ICIC communication and marketing projects utilizing external vendors, including graphic designers, printers, writers, and videographers.
- Cultivate relationships with journalists, including pitching compelling content to a variety of national and local outlets that are both general and issue-specific.
- Develop relationships with mission-aligned organizations to support ICIC's dissemination and engagement, including constructively engaging in relevant online conversations and leveraging partner networks.

**Required Qualifications:**

- Bachelor's degree with strong academic performance in a relevant field of study such as Communications or Marketing.
- A minimum of 3-5 years of marketing or communications experience with a strong focus in social media, public relations, press outreach and content creation. Experience working in an organization that is a leading authority on a particular topic is preferred.
- Demonstrated experience successfully managing marketing and communication projects with minimal supervision.
- Demonstrated ability and proven track record of successfully working with journalists to place both national articles and local stories.
- Strong writing, editing and verbal communication skills, including the ability to succinctly summarize and synthesize complex topics into easily digestible takeaways, press releases and website content.
- Working knowledge of content management systems (WordPress experience is required), email marketing services, Adobe Creative Suite, Microsoft Office Suite, and basic HTML.
- Well organized with ability to multitask, be flexible in an environment with changing priorities, and think and respond quickly while maintaining attention to detail and successfully meeting goals and deadlines.
- Ability to collaborate and effectively engage colleagues across the organization.
- Ability to work on projects independently with minimal supervision.
- An understanding of economic development and small business issues is preferred.

A successful candidate will be inspired about the work that we do at ICIC and passionate about developing ICIC's brand through creative communications and marketing. They will be a strong project manager who is able to manage multiple projects simultaneously and take the initiative to ensure a project is completed successfully. They will be willing to work beyond conventional hours and will be comfortable working in a flat, multi-disciplinary structure.

**Application Details:**

The position will remain open until filled, but we will start considering applications on **September 11, 2017**. Please submit a resume and cover letter, with the job title as the subject line, to [icicresumes@gmail.com](mailto:icicresumes@gmail.com). No phone calls please. Salary is competitive and commensurate with the candidate's level of experience. This is a full-time position based in ICIC's office in Boston, MA. ICIC is an equal opportunity employer.