



January 2008

## Job Announcement

**Position:** Marketing and Communications Associate  
**Location:** Cambridge, MA  
**Start Date:** Available immediately  
**Email Contact:** [RCSearch@tdcorp.org](mailto:RCSearch@tdcorp.org)

### Organizational Overview

Root Capital (formerly Ecologic Finance) is a nonprofit social enterprise that works at the critical nexus of international development and environmental stewardship. As a development finance institution, Root Capital provides affordable credit and financial education to environmentally, sustainable grassroots enterprises in the developing world. By working with small and medium enterprises (SME) such as organic coffee cooperatives and ecotourism enterprises, Root Capital aims to fill the “missing middle” of finance – the underserved gap between microfinance and mainstream finance. We target the rural poor, who account for 75% of extreme poverty in developing countries, by opening up global markets to very remote people who are generating wealth by creating jobs, building assets and increasing household incomes. Our support provides economic incentives to stay on the land (not migrate to over crowded cities), encourages sustainable production and farming practices; and helps to preserve valuable environments and ecosystems.

The organization is headquartered in Cambridge, Massachusetts and has field offices in Guatemala, Mexico, Nicaragua, Peru and Kenya. Root Capital has an operating budget of \$2 million and a staff of 25. This is a unique opportunity to join a small, but rapidly growing and widely acclaimed organization. Notable honors include Fast Company's Social Capitalist Award for the third straight year, Ashoka Fellowship, Skoll Award for Social Entrepreneurship, Grand Prize in the Yale School of Management-Goldman Sachs Foundation business plan competition and the best rating available from Charity Navigator.

### Position Overview

The Marketing and Communications Associate will support Root Capital's communications and marketing activities and will work closely with and report directly to the Director of Marketing and Communications. As a small and growing organization, this position offers a tremendous growth opportunity for candidates to gain valuable experience on high level, strategic projects, but also requires the willingness and flexibility to dedicate significant time to hands-on project implementation. Our marketing strategy is targeted at building relationships with key partners including financial institutions, corporations, foundations, and high net-worth individuals. The Marketing and Communications Associate will play a key role in promoting the work of Root Capital and building the field of social finance and sustainable trade.

## Position Responsibilities

The associate will work collaboratively with the entire Root Capital team on a range of key marketing and communications projects. Primary responsibilities include:

- Content Development. Track program activities and develop content to promote Root Capital's mission and the broader social finance and sustainable trade fields through a variety of marketing tools. In particular, the associate will be responsible for publishing monthly e-newsletters, regularly updating the website, creating PowerPoint presentations, and producing the annual report.
- Outreach. Organize special events to raise awareness about Root Capital's work. Publicize Root Capital on external websites such as partner organizations or fundraising hubs. Track and coordinate participation at relevant conferences and forums.
- Brand Support. Monitor and build the Root Capital brand through ensuring consistency of message, logo, design, etc. and creating promotional items such as hats, t-shirts, and pens.
- Infrastructure. Design and manage internal marketing processes such as tracking contacts, managing photos, distributing materials, and updating bios and headshots.

In addition, the associate will support the Director of Marketing and Communications in the following areas:

- Organizational Learning. Contribute to knowledge management efforts to document and share insights and experiences across the organization. Keep abreast of developments in the fields of social finance and sustainable trade.
- Public Relations. Support Root Capital's public relations function including contact with the media (print, electronic, Internet); pitching and writing articles, announcements, and press releases.
- Thought Leadership. Contribute to building the field of social finance and sustainable trade by supporting the development of original research and publications, presentations at conferences, and relevant policy and advocacy activities.
- Partnership Strategy. Support the development and implementation of targeted strategies aimed at building relationships with key partners including financial institutions, corporations, foundations, and high net-worth individuals.
- Results Tracking. Help identify and track tangible success measures for marketing and communications activities and monitor progress against objectives.

## Qualifications and Experience

- Undergraduate degree.
- 1 – 2 years work experience.
- Exceptional written and oral communication skills with the ability to adjust style and tone as necessary.
- Entrepreneurial attitude and ability to take initiative, work independently and tackle challenging growth opportunities.
- Excellent organization skills and the ability to meet deadlines while juggling numerous projects.
- Commitment to making a difference and a passion for issues related to rural poverty, environmental conservation, sustainable trade, social finance, and international development.
- Proficient in Microsoft Office programs, particularly PowerPoint.
- Spanish language ability and overseas experience a plus.
- Experience with marketing, communications, public relations, fundraising or event planning a plus.
- Experience with graphic design and layout software, such Quark and Photoshop, a plus.
- Experience with media, journalism, online communications and web site development a plus.

To apply, please send comprehensive cover letter and resume to: [RCSearch@tdcorp.org](mailto:RCSearch@tdcorp.org)