



BRIDGEWAY CAPITAL

Connect Opportunity with Capital

PITTSBURGH

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Pittsburgh, PA 15219
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ERIE

1001 State Street
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Erie, PA 16501
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UNIONTOWN

30 E. Main Street
Suite 200 E
Uniontown, PA 15401
T 412.930.0511
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Assistant Director of Communications Bridgeway Capital Pittsburgh, PA

ABOUT BRIDGEWAY CAPITAL

Bridgeway Capital is a social impact investor that focuses on equitable economic growth in underserved areas by providing impact-driven lending and programs to grow businesses and revitalize places. A nonprofit alternative to banks, Bridgeway lends to small businesses, nonprofits, and real estate projects that have a positive community impact. More than a lender, Bridgeway is a partner for business growth that prepares entrepreneurs to be capital ready and builds their capacity through business assistance programs. Bridgeway is a nonprofit and Community Development Financial Institution (CDFI) certified by the U.S. Treasury Department. For more information, visit www.bridgewaycapital.org.

JOB SUMMARY

Bridgeway Capital seeks an Assistant Director of Communications to support Bridgeway's Communications Department. This is a full-time position. The Assistant Director of Communications will report to the Director of Communications.

Digital Marketing

- Develop digital marketing campaigns to promote products, programs, and impact
- Manage Bridgeway's social media accounts for Bridgeway Capital, Creative Business Accelerator, and Monmade; platforms include Facebook, Instagram, Twitter, LinkedIn, and YouTube
- Lead social media strategy, including creating content for organic and paid posts, influencer collaborations, and other tactics
- Execute targeted email marketing campaigns and manage segmentation in Mailchimp
- Update Bridgeway Capital's websites, including bridgewaycapital.org, 7800susquehanna.org, originspgh.org, monmade.org, and additional roles in managing websites with program partners and working with web developers
- Source and edit visuals for digital channels in adherence with Bridgeway's brand standards

Storytelling and Content Production

- Identify high-impact client success stories for Bridgeway's products and programs
- Coordinate the production of photo and video shoots with clients and vendors
- Take photos when needed for marketing projects or at events
- Edit images for digital content using Adobe Creative Suite
- Write and edit narrative, persuasive, and descriptive copywriting for print and digital collateral

Presentations and Reports

- Create custom presentations, presentation series, and presentation templates in PowerPoint for external audiences that support lending, business assistance programs, and development departments
- Assist in the production of Bridgeway's Annual Report for external audiences
- Support the creation of presentations and reports for the Board of Directors, senior leadership, and other internal audiences

Events and Sponsorships

- Plan and execute Bridgeway Capital marketing events
- Process sponsorship opportunities and fulfill sponsor benefits

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Public Relations

- Identify stories to pitch to the press and write or work with contracted marketing agencies to draft and distribute press releases
- Field inquiries from media outlets
- Update media kits and boilerplate language
- Prepare staff for speaking engagements, features, and interviews
- Coordinate press events, such as ribbon-cutting ceremonies and filmed segments

Print and Digital Collateral

- Design print and digital materials using Adobe Creative Suite
- Work with vendors on the creative concept, design, and printing process

Advertising

- Coordinate advertising packages with media outlets
- Design print and digital ads using Adobe Creative Suite and work with vendors on ad design
- Track metrics for marketing reports

Cross-Department Collaboration

- Facilitate monthly meetings with programming and lending leads to plan communications surrounding programming and lending goals
- Participate in company-wide and department-wide meetings to understand department activities, including originating loans, underwriting, operations, fundraising, and accounting
- Contribute to annual Strategic Marketing Plan and develop project-based communications plans
- Assist in executing projects under Bridgeway's strategic marketing plan across departments

JOB KNOWLEDGE, SKILLS, AND ABILITIES

ALL KNOWLEDGE, SKILLS, AND ABILITIES ARE REQUIRED UNLESS NOTED AS "PREFERRED"

- Proficiency with WordPress, Mailchimp, Twitter, Facebook, LinkedIn, Instagram, and YouTube
- Proficiency with Office 365 and Microsoft software, including Word, Excel, PowerPoint, Outlook, and SharePoint
- Proficiency in Adobe Creative Suite
- Proficiency with customer relationship management platforms (CRM)
- Strong written communications skills
- High attention to detail
- Self-starter with strong initiative
- Ability to manage project deadlines with short turnaround times and changing priorities

EDUCATION/EXPERIENCE

ALL EDUCATION/EXPERIENCE BULLETS ARE REQUIRED UNLESS NOTED AS "PREFERRED"

- Bachelor's degree with a focus in marketing, communications, or creative discipline
- 4+ Years of experience working within communications or marketing "*preferred*"
- Experience working in nonprofits or financial institutions "*preferred*"

COMPENSATION

Comprehensive benefits package includes PTO, retirement plan, and flexible spending accounts. Bridgeway Capital is an Equal Opportunity Employer.

APPLY

Interested candidates should submit a resume to kchamberlain@bridgewaycapital.org. Please include "Communications Assistant Director" in the subject line.

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JOB SPECIFICATIONS & AMERICANS WITH DISABILITY SPECIFICATIONS

WORK ENVIRONMENT

This position is primarily performed at Bridgeway's various office locations and across Bridgeway's Southwestern Pennsylvania territory in client meetings and community events. Commuting and event attendance will be required, and candidates are expected to have access to consistent personal transportation. Due to COVID-19, this position has both in-office and remote hours, with the intent to return to the office when possible.

Driver's license and personal vehicle are preferred. This job description is not all inclusive and it is not intended to create nor be construed as an express or implied contract of employment. Bridgeway reserves the right to interpret, amend, or terminate any job description, plan, policy, program, procedure, practice, or benefit at any time at its sole discretion."

The person in this position needs to regularly sit, utilize manual dexterity and repetitive finger motion, speak, hear and see with close vision. Individuals must occasionally lift up to twenty-five pounds, push or pull, reach or stretch, and utilize distance vision, color discrimination, peripheral vision, depth perception, and focusing ability. This position is primarily performed in an office environment with occasional exposure to outdoor weather conditions. Occasional driving throughout western Pennsylvania is required, and candidates are expected to have a valid driver's license and easy and regular access to a car.

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