

TMC Community Capital (TMC CC) is a nonprofit microlender providing fast and affordable online financing, fostering financial stability, and encouraging entrepreneurship among women-owned, minority-owned low-income small businesses in California.

TMC CC leverages innovative technology, inclusive underwriting methods, and deep community partnerships to provide fast, affordable financing to under-resourced small business owners.

You will shape and deliver the messaging of who TMC Community Capital is and why our mission is important. You will also design resources that empower our clients in their entrepreneurial journey.

**Position Title:** Impact Communications Specialist (Bilingual)

**Starting Date:** When filled

**Reports to:** Director of Impact

**Job Status:** Regular Full-time, Hourly

**Compensation:** \$23 - \$32 / hour

**Location:** Oakland, CA

#### **Online Communications –**

- Help craft TMC CC's branding and messaging
- Help craft TMC CC's marketing strategies
- Create social media content specific to our target audiences, including women and people of color
- Assist with video content to share on website and social media
- Create email marketing, including a Newsletter
- Schedule posts for regular content to social media platforms
- Manage website development
- Help support media outreach
- Create Press Releases and blog articles
- Track and analyze social media metrics to improve outreach
- Manage CRM to keep contacts up to date for effective outreach (Salesforce, Hubspot, etc)
- Pull impact data and design impact reports
- Conduct research on our target market, partnering agencies, and competitors to have relevant content, learn best practices, and to help inform the work of your colleagues
- Coordinate and design FinLit Video Products for our target market

#### **Outreach Communications –**

- Facilitate listening sessions or survey with small businesses to get content ideas and feedback
- Create outreach flyers and materials
- Help set up communications for Welcome Letter, Portfolio Check ups, Customer Satisfaction Surveys
- Create How-To support videos for the application process
- Regularly connect with the loan operations team to maintain understanding of products, application process, and client needs
- Coordinate community events, including designing website landing pages, invitations, and promotion
- Conduct data analysis of engagement

#### **Stakeholder Communications -**

- Research statistics for grant narratives and other stakeholder outreach
- Assist with funding reports, including pulling impact data
- Create funder recognition material, including press releases and social media graphics
- Design pitch decks
- Manage communications for partner relationships including sending pitch decks, product flyers and taking minutes

**QUALIFICATIONS:**

- Bachelor's degree from 4-year college or university
- Two years of experience with marketing or communications outside of college
- Excellent communication skills, including writing, editing and grammar
- Excellent time management and project management skills
- Ability to multi-task, work independently, and problem solve
- Exceptional attention to detail
- Creativity and outside-the-box thinking
- Experience with social media platforms
- Experience with content creation with tools like Canva or Adobe
- Passion for community development, supporting local businesses, and economic justice
- Must be bilingual – Spanish
- Must be able to legally work in the US

This position will give you the opportunity to work in a supportive environment where your contributions matter. The atmosphere is casual and dog friendly. The position allows for a mix of in the office and at home work.

**Our office is located:** 1611 Telegraph Ave., Ste. 504 Oakland, CA 94612

**Apply by emailing your resume to [daniel@tmccommunitycapital.org](mailto:daniel@tmccommunitycapital.org)**

*At TMC CC, we don't just accept difference - we celebrate it, we support it, and we thrive on it for the benefit of our employees, our products and our community. TMC CC is an equal opportunity employer. Employment at TMC CC is based solely on a person's merit and qualifications directly related to professional competence. TMC CC does not discriminate against any employee or applicant because of race, creed, color, religion, gender, sexual orientation, gender identity/expression, national origin, disability, age, genetic information, veteran status, marital status, pregnancy or related condition (including breastfeeding), or any other basis protected by law.*