

## **Program Associate, Marketing and Community Programs**

The Progress Fund – Pittsburgh, PA

The Progress Fund is seeking a **Program Associate, Marketing and Community Programs**. This position offers a unique opportunity to work closely with Executive Staff to implement The Progress Fund's communication and marketing plan and to assist in executing its community development programs. This Pittsburgh-based position will be an integral component of the successful marketing of our strategies and services to both the rural communities in our current portfolio and urban community opportunities that will result from The Progress Fund's upcoming expansion into the City of Pittsburgh.

The Progress Fund is an innovative nonprofit organization whose core work involves small business finance and technical assistance to new and expanding businesses in regional markets of opportunity that include tourism, outdoor recreation, local foods scene, and specialty product manufacturing. Examples of our clients include: restaurants, cafes and coffee shops, small hotels, B&Bs; campgrounds, rafting companies, bicycle shops, outdoor sports retailers, beer, wine and spirits producers, ice-cream makers, and outdoor clothing manufacturers. Visit our website [www.progressfund.org](http://www.progressfund.org) to learn more about the breadth of our successes, our mission, and history.

The Progress Fund is a potent force in the field of community economic development with an extensive track record of positive results and award-winning strategies in rural communities. We serve an area covering western Pennsylvania, western Maryland, and northern West Virginia. Our main office is in downtown Greensburg, PA, and we are now opening a field office in Pittsburgh to increase our work in the City and surrounding urban communities. The individual who fills the **Program Associate, Marketing and Community Programs** position will be paramount in increasing The Progress Fund's visibility in the City and surrounding urban communities during its expansion and subsequent projects. The position will implement the marketing and communications plan created by the President and Chief Executive officer, enthusiastically promote the mission of the Progress Fund, and play an active role in identifying potential marketing avenues.

The success of our expansion into the Pittsburgh city proper and surrounding communities is dependent upon the consistent high-quality communication of The Progress Fund's brand, strategies, and services to targeted small businesses and other economic development practitioners.

In addition to this position's primary responsibility of promoting The Progress Fund's brand and implementing its marketing plan, the Program Associate will work with the President & CEO on a broad range of tasks directly related to the implementation of our community development programs. These programs include our real estate development activities, Trail Town Program® and the design and roll-out of a new program to support the economic development of the craft beverage industry.

We are seeking an individual with marketing acumen and a track-record of successful external communications and public outreach. For both the primary and secondary

roles of this position, it is essential that the Program Associate understand – and be inspired by - small business and opportunities for regional business growth.

Our goals and approaches will require creativity and follow-through. Those with a strong interest in a position that will work with small business owners and community stake-holders to significantly improve Pittsburgh and the surrounding region are strongly urged to submit their qualifications for consideration.

***Responsibilities:***

The Program Associate will contribute to the mission of The Progress Fund by performing a variety of essential tasks critical to marketing the organization and its services. While initially the Program Associate will be focused on implementation of our current marketing plan, the responsibilities of the position can increase over time dependent upon the Associate's performance, results, skill set and interests. The position will consist of two primary roles – Marketing and Community Development – which each come with a distinct set of responsibilities:

**Marketing Role**

Ensure continual implementation of our Marketing Plan including:

- Distribute existing print materials and help to develop and produce fresh marketing pieces
- Continually update website, and publish social media content
- Develop content for new success stories for our Project Profiles, website and new publications
- Design and prepare presentations for public meetings, trade shows, conferences and special events
- Coordinate special events that publicize our impacts and programs
- Prepare written reports and graphic materials to highlight The Progress Fund's impact

**Community Development Role**

Assist the President & CEO with the following:

- Publicize best practices from our Trail Town Program®
- Provide guidance and information to communities interested in our Trail Town Program®
- Property Management duties at four small commercial properties in Westmoreland County
- Formulate and implement a communications plan directed to business owners in the craft beverage industry

### ***Qualifications:***

Applicants should have the following professional and personal qualifications:

#### **Professional Skills:**

- **Education:** Bachelor's Degree relevant to the responsibilities of the position, or equivalent related business experience. Applicant's cover letter should explain how your degree or relevant experience aligns with the work and mission of The Progress Fund.
- **Work Experience:** Three or more years of experience in either marketing, communication, or program implementation in either the private sector or a nonprofit organization
- **Understand effective communication concepts,** tools and techniques.
- **Proof of strong written and verbal skills** that effectively and accurately transmit, receive, and interpret ideas and information.
- **Ability to work independently while coordinating tasks with other staff.** Must be able to balance a host of tasks simultaneously and prioritize projects efficiently. Must be conscientious to deadlines.
- Advanced knowledge of Microsoft Office products
- Knowledge of Adobe Creative Suite products
- Knowledge of social media platforms
- Experience working with a website CMS and a CRM platform highly preferred

#### **Personal Skills:**

- Approachable and responsive
- Attentive to details and follow through
- Desire to learn and grow professionally
- Personable with ability to relate to individuals from a wide spectrum of backgrounds

#### **Other:**

- Ability to travel to Greensburg office on a weekly basis
  - Must have a vehicle and a valid driver's license
  - Some overnight travel is required; mileage reimbursement for work related travel

### ***Compensation:***

The Progress Fund offers a competitive salary based on experience and skills, as well as an excellent benefits package including health benefits, 401(k) savings plan with employer match, vacation and sick leave.

*How to Apply:*

The position will remain open until filled. Please send resume, cover letter and salary requirements either by mail or email to:

Human Resources  
The Progress Fund  
425 W. Pittsburgh Street  
Greensburg, PA 15601

or

[kpost@progressfund.org](mailto:kpost@progressfund.org)

The Progress Fund is an Equal Opportunity Employer. The Progress Fund does not discriminate in hiring or employment practices on the basis of race, color, religion, gender, age, sexual orientation, marital or familial status, national origin, non-job related disability, or status as a veteran.