

Marketing Manager

Are you a driven, growth-oriented, socially conscious professional that thrives in an entrepreneurial environment? Want to work alongside thought leaders at a growing, world-class, mission-driven B Corp with a history of delivering strong investment performance and generating positive social and environmental impacts? Boston Common Asset Management is looking for motivated and experienced **Marketing Manager** to join our inclusive and collaborative “Best for The World™” team.

This opportunity is well-suited for an agile marketing/financial services professional looking to align their work with their values. You will play a valuable role in the growth of Boston Common’s Marketing output and strategy and contribute meaningfully to the success of the firm, its brand, and its impact. The candidate will be intrinsically motivated, drawing upon integrity, curiosity, creativity, and poise to learn quickly in a dynamic, team-oriented environment. If you have experience in financial services and/or a range of marketing activities, we can teach you the rest. Join us in making a positive impact.

In this role, you will have the opportunity to:

- Work closely with thought leaders, strategic thinkers, and cutting-edge sustainable investors working to foster the transition to a more just and sustainable society
- Develop marketing plans and execute on corresponding campaigns and tactics in support of Investment/ESG business priorities
- Own and oversee projects in areas including thought leadership, social media, brand awareness, collateral writing and design, and data automation
- Create compelling internal and external, customer-facing presentations including webinars
- Report on successes, insights, and leading practices using Google Analytics to inform future tactics
- Facilitate leadership/stakeholder input and approval of marketing strategy, content, and deliverables
- Collaborate and manage relationships with external marketing partners
- Develop as a professional and colleague in a growing, mission-driven investment firm

Qualifications:

- Investment-literacy, a growth mindset, and a passion for social and environmental progress and the opportunity available to investors to address the world’s challenges
- Creativity and a love of problem-solving, enthusiasm for content generation, copywriting, visual design, social media, project management, and marketing strategy
- Experience leveraging marketing analytics – ability to evaluate data and strategically develop marketing campaigns and awareness of market/industry trends
- Professional manner and approach, social and emotional intelligence, ready to interact and communicate across variety of stakeholder groups
- Ability to present complex information in easily understandable forms, tailored to a variety of audiences and customer personas
- Proficiency with Adobe Creative Suite, WordPress, Seismic, & Pardot desirable
- 5+ years of relevant experience in financial services marketing. Experience in ESG, Impact, and/or Mission-driven investing a plus.

About Boston Common

Boston Common Asset Management (BCAM) is a diverse, women-led, sustainable investor and innovator dedicated to the pursuit of financial return and social change. An active, global equity ESG investment manager and a leader in impactful shareowner engagement since its founding in 2003, BCAM is majority women- and employee-owned. BCAM is headquartered in Boston with offices in San Francisco. The company’s investment strategies totaled \$6.0 billion in assets as of December 31, 2021. For more information, please visit www.bostoncommonasset.com.

Compensation will depend on experience and qualifications. Boston Common Asset Management offers a competitive benefits package, including medical, dental and 401(k) plans.

Boston Common Asset Management is committed to fostering a diverse and inclusive work environment. Diversity enriches our culture, our work, and aligns with our community, organizational, and investment philosophy. Boston Common Asset Management is an Affirmative Action-Equal Opportunity Employer and does not discriminate based on race, color, religion, sex, national origin, age, disability, military/veteran status, sexual orientation, gender identity or expression, marital status, neurodiversity, genetic information, or any other protected status.

How to Apply

Applicants should send a resume, salary requirements and a cover letter describing how your qualifications and interests will enable you to contribute to our organization in this position. Send all correspondence via email to: recruiting@bostoncommonasset.com and include "Marketing Manager" in the subject line. For more information, please visit www.bostoncommonasset.com.

Certified



Corporation

Recognized as
"BEST FOR THE
WORLD: Overall",
by B Lab – 2017,
2018, & 2019