

Communications Specialist

The Certified Financial Planner Board of Standards (“CFP Board”) - headquartered in Washington, D.C.-is the certifying body for financial planning professionals. It is a non-profit organization that fosters professional standards in personal financial planning through its setting and enforcement of the education, examination, experience, ethics, and other requirements for the CFP certification.

General Function:

CFP Board seeks a highly motivated Communications Specialist who will promote awareness and build recognition of CFP Board and CFP certification among the media, the public and key stakeholders. The ideal candidate will embrace open collaboration, possess intellectual curiosity, and help the organization deliver results towards fulfilling our mission.

Essential Functions

- Collaborates on strategy with Director, External Communications, PR agency consultants and others to help achieve organization’s strategic goals
- Writes and edits press releases, talking points, audio/ video scripts and PR materials
- Oversees and manages database of media contacts and spokespeople; serves as an additional contact for incoming reporter queries/requests
- Conducts background research for media opportunities
- Manages the output/content contributions of the Ambassadors who provide content for LMAP
- Helps develop content for CFP Board’s Twitter handles, corporate Facebook page and the CFP Board Center for Financial Planning’s Instagram account
- Utilizes analytics to boost engagement and followers on all digital platforms, and uses metrics to measure success, shifting strategy when necessary
- Prepares internal spokespeople for media interviews, including composing talking points, staffing interviews, and conducting follow-up with reporters
- Assists with department-specific and organization-wide projects and events such as the Center for Financial Planning’s communication needs
- Prepares presentations/reports for staff, media and affiliated organizations as needed
- Attends firm/industry conferences in support of marketing and corporate relations where media may be present
- Performs other duties as assigned

Background/Skills/Abilities Preferred

- Bachelor’s degree in Public Relations, Journalism, Communications, or related discipline
- A minimum of 3 year’s relevant experience in public relations and/or external communications function
- Understanding of how to link communications activities to business strategy and goals
- Experience working directly with news media and comfortable engaging with reporters

Background/Skills/Abilities Preferred (continued)

- Exceptional writing, editing, and proofreading skills, with strong attention to detail and the ability to convey complex information accurately and concisely
- Skilled in creative writing; ability to effectively tell a story to a range of media
- Demonstrated project management skills, ability to juggle short-term and long-term tasks/responsibilities on deadline
- Exceptional interpersonal skills, including the ability to work collaboratively and establish strong working relationships with key colleagues within CFP Board and other departments
- Understanding and experience working with social media and other new media technologies
- Self-motivated, outcome-oriented worker who takes ownership of work product
- Proficiency with and Microsoft Office

To apply, send your resume and one-page letter summarizing your interest, qualifications, and salary expectations. Please reference the Communications Specialist position in your cover letter. Email your application to humanresources@cfpboard.org, Attention: Director, Human Resources, CFP Board, 1425 K Street NW, Suite 800, Washington, DC 20005.

CFP Board believes that diversity of experience and perspective are strengths and seeks to continue to grow a highly committed, skilled, and collaborative staff.