



CERTIFIED FINANCIAL PLANNER BOARD OF STANDARDS, INC.

## **Manager, Communications**

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.

This position normally operates in a professional office environment. However, remote work may take place due to COVID-19 and any other pandemic or for any reason as determined by CFP Board’s CEO.

### **General Function:**

CFP Board seeks a highly motivated Manager, Communications 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, bylined and op-ed articles, blog posts, Matte releases, long and short-form social media posts, talking points, audio/ video scripts and PR materials
- Manages project workflow on all external communications activities including deliverables from various agencies and internal/external sources
- Assists with department-specific and organization-wide projects and events such as the Center for Financial Planning’s communication needs
- Manages the output/content contributions of the CFP Board’s Ambassadors who provide content for Letsmakeaplan.org
- Serves as a secondary spokesperson and supports Director, External Communications in managing media inquiries and interview requests. Leverages existing media relationships and cultivates new contacts within business and industry media to raise the visibility of CFP Board, its CFP® professionals and leadership.
- Prepares internal spokespeople for media interviews, including composing talking points, staffing interviews, and conducting follow-up with reporters
- Oversees and manages database of media contacts and spokespeople
- Works with Director, External Communications to develop overarching social media strategy
- Develops content and executes strategies for CFP Board’s Twitter LinkedIn, Facebook, Instagram, and YouTube accounts; develops content for select LinkedIn and Twitter executive social media accounts
- Manages CFP Board’s social media communities, regularly replying to comments, answering questions, and looking for opportunities to join conversations

- Collaborates and maintains close relationships with cross-functional teams to maximize reach of social media efforts and ensure alignment across channels and content publishing/generating teams
- Utilizes analytics to boost engagement on all digital platforms, and uses metrics to measure success, shifting strategy when necessary
- Monitors print, broadcast, online and social media daily for CFP Board and industry related news
- Prepares presentations/reports for staff as needed
- Attends firm/industry conferences where media may be present
- Performs other duties as assigned

#### **Background/Skills/Abilities Preferred**

- Bachelor's degree in English, journalism, communications, public relations, or related discipline
- A minimum of 5 years' 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
- Exceptional writing, editing, and proofreading skills, with strong attention to detail and the ability to convey complex information accurately and concisely in an understandable manner
- Skilled in creative writing; ability to effectively tell a story to a range of audiences
- 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
- Have practical problem-solving skills, including the ability to perceive and analyze problems and develop alternative solutions
- Proficiency with Microsoft Office

To apply, send your resume and one-page letter summarizing your interest, qualifications, and salary expectations. Please reference the Manager, Communications position in your cover letter. Email your application to [humanresources@cfpboard.org](mailto: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.