



ABOUT US: Ventures is a Seattle-based nonprofit that empowers aspiring entrepreneurs with limited resources and unlimited potential to improve their lives through small business ownership. We provide access to business training, capital, coaching and hands-on learning opportunities for entrepreneurs. We serve those in our community for whom traditional business development services are out of reach, with a focus on women, people of color, immigrants, and individuals with low income. Our ultimate goal is to support individuals to increase their income potential, achieve long-term financial stability, and provide for their families, and enrich their communities through small business ownership.

WHAT IT'S LIKE TO WORK FOR VENTURES: Ventures strives to provide impactful programs, while maintaining a healthy work-life balance and positive, team-oriented atmosphere. Our core values are Diversity, Integrity, Community, Empowerment, Innovation, and Client Success. Our team consists of 15-20 employees, plus a corps of contractors and volunteers, as well as an engaged Board of Directors.

POSITION OVERVIEW: This is a new position, reporting directly to the Executive Director, and serving as part of the Ventures' management team. The goals of this position are to 1) generate systemic change by lobbying government agencies and lawmakers to create public policies that are conducive to small business growth in our region; and 2) craft a favorable public image and generate "buzz" for the good work that Ventures is doing, with media and press outlets. We will rely on this person to chart a new path in each of these areas, designing strategy and implementing efficiently. Note: This position will work closely with existing marketing staff, whose focus is on digital media, graphic design, and branding.

RESPONSIBILITIES:

Responsibilities include, but are not limited to:

Public Policy Advocacy:

- Create a comprehensive advocacy strategy, plan, and budget, in accordance with Ventures' existing internal planning documents
- Lead staff and board in determining specific advocacy goals
- Conduct relevant research for policy priorities, including among Ventures clients
- Advance policy goals with key decision-makers in the legislative and executive branches
- Monitor and analyze relevant activity on city, county and state level, with the potential to expand at the national level
- Build capacity in Ventures staff and board to support our advocacy effort
- Develop policy proposals and advocate for them individually and in conjunction with key community partners
- Communicate with and brief the City of Seattle Mayor, city council members, King County Executive, State Representatives, Senators, their staff, and agency officials through in-person meetings, written communications, and phone calls as needed
- Participate in social media activities to support advocacy goals
- Collaborate with the organization's Resource Development (i.e. fundraising) team in support of Ventures' fundraising agenda

Publicity:

- Create a comprehensive publicity strategy, plan, and budget, in accordance with Ventures' existing internal planning documents
- Prepare media kits, organize press conferences, and write press releases as needed
- Build relationships with media and press outlets
- Network and garner public support for our mission
- Lead publicity, advertising, and promotional activities for the Ventures "incubators" consisting of a retail store in Pike Place Market, online store, and catering services
- Field media questions and pitch stories to the media
- Write speeches for the leadership team
- Release information to counter negative publicity and handle crisis and emergency situations
- Collaborate with the marketing team to develop advertising materials and prepare articles for newsletters, blogs, digital media as needed
- Collaborate with program staff to gain awareness of the barriers Ventures clients face, and to understand program successes, impacts, and challenges
- Manage freelance copywriters, graphic designers and others

Compensation Package

Starting Salary: \$56k to \$60k DOE

Raises and Bonuses: Within budget constraints, you will be eligible for performance-based raises on an annual basis or for one-time high performance bonuses.

Benefits: Medical and Dental Insurance, Flexible Spending Account, 403b Account, Subsidized ORCA pass, Annual professional development spending allowance

Paid Leave: 15 paid holidays per year, 17 paid vacation days per year, 12 paid sick days per year

Workplace: Positive culture and team-oriented atmosphere, passionate and dedicated coworkers, room for growth, weekly work-from-home privileges

Logistics

Exempt, 40 hour/week position

Flexible schedule, some evenings and weekends required

To apply, submit resume and cover letter to mbrenes@venturesnonprofit.org no later than 8-25-17.

QUALIFICATIONS:

- **Ambition and Vision** - ability to take initiative, be proactive, and come up with your own list of projects and priorities; a wide degree of creativity and latitude; self-motivated
- **Charisma and Eloquence** - Very strong written and verbal communication skills; must be a confident and persuasive communicator and presenter; ability to represent Ventures in a professional and personable manner and build relationships with a wide-range of people through public speaking and networking; ability to use both “head and heart” methods of persuasion, drawing on both data and success stories to demonstrate a point
- **Mission-Related Knowledge** - Passion for small business ownership, entrepreneurship, and poverty alleviation; knowledge of the factors influencing small business success and the barriers faced by low-income and underserved or under-represented individuals to achieving financial stability
- **Related Experience** - Demonstrated knowledge of best practices in media relations, public relations, public policy advocacy, systems change, small business growth and development, and relationship-building; demonstrated ability to analyze public policy proposals, including the drafting of legislative language; tactical understanding of all primary social media platforms and marketing
- **Positive Workstyle** – Ability to work with a positive and professional attitude; ability to work well with diverse personalities, in a team or individually; excellent organizational skills, and a high level of attention to detail
- **Preferred but Not Required** - 6-8 years of experience in a related position or field; connections with city, county, state, and federal policymakers; connections with media outlets; experience working in a nonprofit organization

DISCLAIMERS

The employee must be able to operate a computer and other office equipment, speak and listen on the telephone, and accurately see and interpret columns of numbers.

This position description generally describes the principle functions of the position and the level of knowledge and skills typically required. It does not constitute an employment agreement between the employer and the employee, and it is subject to change as the needs of the employer and the requirements of the job change.

Ventures is an Equal Opportunity Employer. Applications are considered without regard to race, age, sex, color, creed, religion, disability, national origin, marital status, mental or physical handicap, sexual orientation (heterosexuality, homosexuality, bisexuality and gender expression of identity) or any other classification protected by law.