



Position Description

Job Title: Marketing & Operations Associate

Reports to: Executive Director

Location: San Francisco, CA

Prepared Date: 3/1/2021

Note: Title and compensation are commensurate with experience

SUMMARY

Launched in June of 2020, Venture Forward is a 501(c)(3) nonprofit organization focused on shaping the future of the U.S. venture capital (VC) ecosystem. Venture Forward's mission is to drive the human capital, culture, values, and narrative of VC to promote a strong and inclusive community that will fuel the economy of tomorrow. To shape the future of VC, Venture Forward produces dynamic programming, data and research, and strategic resources that are empowering the venture ecosystem's ability to thrive. Venture Forward is a supporting organization to the National Venture Capital Association (NVCA).

Venture Forward is seeking a Marketing & Operations Associate ("Associate") who will support the team primarily through marketing and communications efforts. The Associate will also provide general operational and administrative support, and when public health safety measures allow nonessential businesses to return to the office, occasionally assist with general office administrative duties.

The Associate reports directly to the Venture Forward Executive Director.

Since Venture Forward is a young entity, the Associate will be part of a startup-like environment. The Associate will have significant opportunity to help shape the organization and lead projects through its evolution, and to grow professionally alongside the organization. This position offers an incredible opportunity to learn about VC, engage with ecosystem leaders and newcomers, and make a big impact on the organization and the venture industry.

RESPONSIBILITIES & DUTIES

- Work with the Executive Director and Programs Director in a fast-paced—currently virtual but eventually office—environment to further the organization's mission and goals.
- Support marketing and communications efforts to raise the visibility of the organization's brand; increase the organization's relevance within the industry; and communicate the mission, initiatives, events, and impact to various stakeholders (e.g., current and prospective donors, Venture Forward audience, the board, sponsors, partners, and the broader venture ecosystem).

- Manage the organization's social media and digital communications strategy, including website maintenance, tracking and reporting metrics, and refining the strategy to continuously improve.
- Create and curate graphics, videos, tweets, posts, and other digital content across all of the organization's online platforms.
- Lead the organization's email strategy and campaigns including newsletters and donor communications.
- Provide general operational and administrative support, including scheduling, preparing written materials and presentations, planning virtual and in-person events, and coordinating logistics.
- Assist occasionally with general office administrative duties, such as receiving guests, collecting packages, ordering and maintaining supplies, and hosting meetings and events (when public health measures allow nonessential businesses to return to the office).
- Periodically travel to assist with/attend the organization's events

QUALIFICATIONS & SKILLS

- **Experience with managing marketing and communications campaigns via email and social media** (including tracking metrics), familiarity with Twitter, LinkedIn, and Mailchimp (or comparable email platform).
- **Experience with website management and maintenance** (including tracking metrics), familiarity with WordPress, HTML, and Google Analytics.
- **Strong written and verbal communications skills** including proof reading, editing, and creating content for internal and external audiences.
- **Basic graphic design skills**, such as creating infographics and marketing collateral and editing images and videos.
- **Virtual and in-person event planning/management**, including running Zoom meetings/webinars and coordinating on-site and pre-event logistics.
- **Intellectual curiosity and strong sense of project ownership** with the ability to think proactively, take initiative and see tasks through to completion with appropriate follow-up.
- **Spirit of service and commitment to support the entrepreneurial ecosystem across the U.S.** Passion for and/or curiosity of venture capital.
- **Working knowledge of Salesforce.com, Slack, Zoom, Microsoft Outlook, Word, Excel, and PowerPoint.**
- **Education**, you have a Bachelor's degree or equivalent work experience.

APPLICATION INSTRUCTIONS

Interested applicants should send a **resume and cover letter** to hello@ventureforward.org.

OUR COMMITMENT TO DIVERSITY AND INCLUSION

At Venture Forward, we are committed to creating a work environment in which everyone on our team is engaged and performing at high levels, and where differences in outlook, perspective, and background are seen as adding value. We strive to attract, invest in, and develop the talents of people of diverse backgrounds who reflect the society and community in which we live and do business. We believe that enhanced business relationships, greater innovation, increased productivity, and better decision making are among the benefits of the diverse and inclusive culture we seek to foster.