



Job Title: Director of Communications

Job Level: Full-time (Exempt)

FORGE is a 501(c)3 nonprofit on a mission to **help innovators on the journey from physical prototype to commercialization and impact at scale**. We do this with a unique focus on manufacturing support, resources, and interventions - preparing innovators to manufacture and then making right-fit connections to the regional supply chain.

FORGE works with startups and innovators with physical products across sectors including robotics, medical devices, cleantech, agriculture, advanced materials, and more. The goal is to break down barriers to scale, and the numbers speak for themselves: the 450+ startups we have helped to date boast an incredible survival rate of over 85%, resulting in impactful products making it to market, and over \$31 million in known contracts and purchase orders to make innovative products locally.

To build on this impact, FORGE is hiring a dynamic, mission-oriented Director of Communications to lead and manage all communications, elevate brand voice and maintain brand integrity across all platforms and content, and manage media relations and thought leadership opportunities. This role will lead strategy, implementation, and continuous improvement of FORGE's communications and marketing efforts, to ensure we reach new and diverse audiences.

This is a full-time, hybrid role working from home and FORGE's Innovation Headquarters in Somerville, MA. The role will report to FORGE's Executive Director, and will work collaboratively with team members. *Major responsibilities will include:*

Lead Communications Strategy

- Set and own forward-looking communications strategy and plan
- Manage company brand and reputation, driving messaging and content development
- Create and deploy campaigns to reach new and diversely-led startups that we can serve
- Collaborate with the Executive Director to support thought leadership; including identifying, vetting, and supporting media and executive speaking opportunities

Ensure Strength and Growth of Brand, Visibility, Content, and Opportunities

- Strengthen and grow FORGE's brand image and increase visibility in appropriate channels and with desired audience
- Create rich content that is optimized for search engines; set and manage content calendar
- Lead press outreach including identifying, developing, and maintaining strong relationships with relevant media reps
- Collaborate with the the Executive Director, Director of Partnerships, and team members on proposals and marketing campaigns



Drive Continuous Improvement of Messaging Across Platforms and Materials

- Own and ensure brand fidelity and continuous improvement of messaging across platforms including web presence, monthly e-newsletter, success stories, collateral, and social media
- Track, monitor, and report marketing KPIs and metrics to support ownership and success of short and long-term visibility and engagement goals

Required Strengths & Experience:

- 4+ years of experience in communications in an agency or in-house environment
- Excellent writing skills with proven success in content creation and SEO
- Experience and relationships with major and/or regional media outlets
- Outstanding time management skills; ability to manage multiple priorities to meet deadlines
- Passion for innovation and technology, and accessible storytelling
- Team player who can work collaboratively and independently
- Willingness and ability to work in a hybrid model with occasional regional travel

Nice-to-Haves:

- Degree in Marketing or MBA
- Certifications/experience in digital marketing , SEO, and PPC
- Salesforce or other CRM experience

Salary, Benefits, & Perks:

- Although this listing is for a Director Level role, for the right candidate and depending on qualifications this could alternatively be a Sr. Manager or Sr. Director level role. Annual salary of \$60,000 - \$90,000, commensurate with level of hire and experience.
- Benefits include medical, dental, vision, and generous vacation and time off policies
- Flexible, fun, supportive working environment

Recruitment Process & Next Steps:

Please attach and send your **resume**, a **short cover letter**, a list of three **references**, a **portfolio** with past campaigns, and **brief answers** to the three questions below to apply@forgemass.org. The subject of your email should be "Communications Director: [Your Name]". *Start date: Rolling - to be filled as soon as possible.*

Your cover letter must address:

1. Why you're a good fit and why we would be psyched to have you join us;
2. How you learned about the role; and
3. The date you're available to start.

Equal opportunity: We actively encourage candidates from broad, diverse backgrounds to apply -



to amplify those voices and provide opportunities to participate in the direction and leadership of the organization.

FORGE is an Equal Opportunity Employer and we do not discriminate against any employee or applicant for employment because of race, color, sex, age, national origin, religion, sexual orientation, gender identity and/or expression, status as a veteran, and basis of disability or any other federal, state or local protected class.