



MAIN STREET LAUNCH

Position Announcement | **Data & Online Content Manager**

POSITION DESCRIPTION

Reporting to the Vice President – Marketing & Executive Projects, the role supports our work in developing a small business directories in Oakland and San Francisco’s Chinatown, marketing efforts primarily focused on the directories, and our organizational impact assessment work. This position will manage the database used to store all directory data, produce reports relevant to our directory and organizational work, and support other projects critically important to the successful launch of this new program. Main Street Launch is a Community Development Financial Institution (CDFI) based in Oakland, CA that has provided business advisory services and loan capital in the Bay Area since 1979.

Position Responsibilities:

Business Directories

This role is responsible for supporting the organization’s efforts to develop and expand online small business directories.

This role may also support other projects that fall under this department. Responsibilities include:

- Managing Salesforce database of business content to ensure accuracy of data across all online platforms.
- Write and edit online business descriptions, based on outreach team efforts.
- Manage website content to ensure business owners have accurate and appealing descriptions that will help drive new customer acquisition.
- Support Business Outreach Managers with data collection and entry as needed.
- Support reporting by producing data and other reports as needed.
- Evaluate the website performance using Google Analytics, preparing a monthly report to inform the team about performance.
- Evaluate social media and other promotional campaign performance by tracking online engagement, preparing a monthly report to inform the team about performance.
- Develop and maintain written manuals explaining the process and standards associated with both directories.
- Other projects may be assigned.

Marketing

This role is responsible for supporting the organization’s efforts to promote Main Street Launch and all sub-brands of the organization. This role may also support other projects that fall under this department. Responsibilities include:

- Craft social media content weekly.
- Produce regular reports on social media performance.
- Create visual content for marketing (social media image posts, collateral, etc).
- Write blog posts weekly.
- Monitor engagement on all social media channels (Facebook, Twitter, Instagram, and LinkedIn).
- Support special events and other outreach related marketing efforts as needed.
- Write client testimonials and draft client profiles monthly.
- Collaborate on developing marketing plans and campaigns to promote all aspects of the organization.
- Other projects may be assigned.

BENEFITS

All full time employees are eligible for generous medical, dental, vision, paid time off, and 401(k) benefits.



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QUALIFICATIONS

- Passion for economic development and empowering entrepreneurs, *required*.
- Diverse experience in data entry, data management, and online content creation.
- Web development experience, *a plus*.
- Undergraduate degree required.
- Experience using Salesforce (an online CRM), *preferred*.
- Experience using Wordpress, *preferred*.
- Second-language proficiency in Mandarin or Cantonese, *a plus*.
- Experience working with a variety of stakeholders and diverse groups (experience working with clients or program recipients is a plus).
- Demonstrated experience conducting business by phone.

KNOWLEDGE, SKILLS, AND ABILITIES

- Software proficiency including Microsoft Word, Powerpoint, and Excel.
- Adept at learning new software, very comfortable with technology.
- Excellent verbal and written communication skills in English.
- Strong survey, data analysis, report writing, and evaluation skills.
- Superb attention to detail.
- Strong time management ability.
- Self-starter who can work with minimal supervision and be comfortable in an evolving nonprofit environment.
- Comfortable meeting deadlines in a fast-paced setting.
- Adept in navigating and leveraging technological platforms to craft successful user experience, branding, marketing, social media, and economic development campaigns.
- Exceptional skills in listening, writing, oral communications, and emotional intelligence.
- Understands team and multi-stakeholder dynamics, and adapts well under rapidly changing conditions.
- Must be mission-driven and a team player.
- Takes initiative and accountability on tasks and projects.
- Second language proficiency (English/Mandarin or Cantonese) is a plus.

ENVIRONMENTAL CONDITIONS

The work environment characteristics and physical effort described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Typically works in an office. Our office has adequate lighting and ventilation and normal range of temperature and noise level. Work assignments are diversified and may cause stress in meeting tight deadlines with scheduling requirements. The physical requirements of the job are for employees to talk, hear, bend/stoop, sitting, standing, and/or walking for up to 8 hours per day. Furthermore, the job requires employees to lift/carry/push or pull up to 15 pounds with or without assistance.

ABOUT US

Since 1979 we have empowered small business owners in the Bay Area, beginning in Oakland and expanding to serve San Francisco and veteran-owned businesses in California. Through our core services we help small businesses expand in



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size, increase their profits, and reach their goals. We are honored to work with successful, innovative, and community-oriented entrepreneurs. We believe in the power of entrepreneurship to transform lives and communities. In the last 10 years we closed 700 loans that totaled \$54 million. Our clients have created thousands of new jobs in the Bay Area. Our vision is to empower small business owners to succeed, transforming their lives and helping their communities thrive.

Main Street Launch will consider for employment qualified applicants with criminal histories in a manner consistent with the requirements of the San Francisco Fair Chance Ordinance.