



## U.S Faster Payments Council – Director of Marketing & Communications

<i>Position Title:</i>	<i>Director of Marketing &amp; Communications</i>
<i>Reports To:</i>	<i>Executive Director</i>
<i>Compensation:</i>	<i>Commensurate on experience</i>
<i>Location:</i>	<i>Remote</i>
<i>Term:</i>	<i>Full-time, 40 hours/week</i>
<i>Travel:</i>	<i>Yes, approx. 25% dependent on deadlines and requirements</i>
<i>To Apply:</i>	<i>Qualified candidates should send a resume to <a href="mailto:info@fasterpaymentscouncil.org">info@fasterpaymentscouncil.org</a>. Applications should be submitted no later than <b>July 19, 2019</b>.</i>

### THE POSITION

The Faster Payments Council is a new business organization whose goal is to drive adoption of a world-class payment system, where American can safely and securely pay anyone, anywhere, at any time and with near-immediate funds availability. Its members represent all the major stakeholders in the U.S. payments system, including financial institutions, business end users, networks, payment processors, academics, consumer groups, etc. The FPC will be hiring an individual as the Director of Marketing & Communications who will develop a comprehensive communications strategy that encompasses all internal member and board of director communications as well as an external program that positively elevates the profile of the FPC with the media and other relevant influencers.

The successful candidate will set and guide the strategy for all communications, public relations/advertising messages and collateral to consistently articulate the FPC's mission. The Director of Marketing & Communications will place a heavy emphasis on enhancing the FPC's brand, working to ensure that the FPC is viewed as the primary source, disseminator, and conduit of information about the adoption of faster payments in the U.S.

The Director of Marketing & Communications will report directly to the FPC's Executive Director but will work closely with the FPC's Executive Committee and Board of Directors to advise the FPC leadership on how best to raise targeted awareness of the FPC and its value proposition, including messaging and positioning, to different audiences. The candidate will also be able to define measurable key performance indicators that can demonstrate the effectiveness of the communications strategy and inform its progression, in line with organizational objectives.

This is a full time, virtual position; the successful candidate will work from home as part of a remote team. Candidates are required to have experience working with member-driven industry associations / familiar with balancing competing interests resulting from reporting into multiple decision-makers. Payments industry experience is preferred. The position requires periodic travel to attend meetings and events.

### RESPONSIBILITIES

The position includes, but is not limited to, the following responsibilities:

- Develop, implement, and evaluate the annual marketing and communications plan that creates momentum around the FPC's growth, increases membership, and generates awareness of and interest in the FPC as the leading voice and source of credible information on faster payments initiatives.

- Assist in creating compelling, segment-specific marketing materials/initiatives that drive engagement and establish FPC as a thought leader.
- Drive allocation of marketing resources based on overarching FPC strategic initiatives and create and manage the budget for marketing campaigns and paid digital advertising initiatives that maximize efforts across communications channels.
- Develop earned media content via press releases, bylined articles, background papers, and key messages documents, and work to secure earned media placements consistently throughout the year. Assist in media training, as necessary, for select members of the FPC board and working group chairs.
- Devise and execute on a social media strategy.
- Manage the development, distribution, and maintenance of all print and electronic collateral including, but not limited to, the monthly member newsletter, marketing and member recruitment brochures, tradeshow and event collateral, trade publication articles, and the FPC website.
- Maintain the FPC's website and ensure that new and consistent information (article links, stories, and events) is posted regularly. Lead the generation of online content that engages audience segments and leads to measurable action. Decide who, where, and when to disseminate.
- Assist the Executive Director in developing themes and content for biannual member meetings that drive a high-level of member engagement and participation.

## REQUIREMENTS

The ideal candidate to become the FPC's Director of Marketing & Communications has 8-10 years of marketing and communications experience, ideally in an in-house leadership or mid-level management role within a growing nonprofit entity, covering areas such as media relations, website content, marketing collateral, and member communications. This individual can transform the FPC's mission and objectives into exciting and useful messages and disseminate them to the right audiences through the best distribution channels. Additionally, this candidate possesses the following:

- A highly collaborative style with experience developing and implementing communications strategies;
- Excellent writing, editing, and verbal communication skills;
- A strong track record as an implementer who thrives on managing a variety of key initiatives concurrently;
- High energy, maturity, and leadership with the ability to serve as a unifying force and to position communications discussions at both the strategic and tactical levels;
- A sincere commitment to work collaboratively with all constituent groups, including staff, board members, general members, work group volunteers, and other supporters;
- A self-starter, able to work independently, and who enjoys creating and implementing new initiatives; and
- A degree in marketing, communications, public relations, or a related field.

## HOW TO APPLY

Interested parties should email [info@fasterpaymentscouncil.org](mailto:info@fasterpaymentscouncil.org) with the job title in the subject line. Please customize your cover letter to explain how your professional experience is the right fit for this role; extra consideration will be given to those applicants who customize their cover letter and resume to demonstrate how their professional history is a fit for this role. The deadline to apply is July 19, 2019.