



Job Title: *FORGE Marketing and Communications Associate*

Job Level: Full-Time (Hourly)

FORGE is a 501(c)3 on a mission **to help startups and innovators navigate the journey from physical prototype through to commercialization and to impact at scale.** We do this with a unique focus on manufacturing, working with a broad range of startups with physical products or components across sectors including robotics, medical devices, cleantech, agriculture, advanced materials, and more.

FORGE connects innovators with manufacturers. The goal is to break down barriers to scale, and the numbers speak for themselves: the over 1000 startups we have helped boast an incredible survival rate of over 85%, resulting in impactful products making it to market.

Job Summary: This is a full-time equivalent, hybrid (remote and in-person at HQ in Somerville) hourly intern position that will report to and primarily support our Marketing Director. Associate will own defined pieces while working closely with Senior Staff and Comms on larger strategy.

The Marketing and Communications Associate will first and foremost be here to serve our startups, ensuring we provide them with continuous visibility and impactful, connections, and events. We are looking for an excellent programmatic operator who is excited to support innovation in a fast-paced environment.

They will be passionate about marketing strategy, marketing analytics, event planning, content creation, and project management, and creating increased visibility to better support the work FORGE does to support our network of suppliers and manufacturers. This co-op should excel at both collaborating with teammates and working independently. This role will contribute to organizational growth by supporting FORGE's brand, assisting with representation, and ensuring the smooth execution of key events. The successful applicant will be someone who can prioritize quickly, is passionate about entrepreneurship, marketing, and the startup culture, anticipates needs, knows how to tell a story, and has a sense of humor! *In more detail, key responsibilities and expectations, and perks include:*

Major Responsibilities & Job Expectations:

- Create various forms of content to promote FORGE's offerings and communicate our mission to various stakeholders
- Develop social media channels and contribute ideas to senior leadership

- Assist in the development of branding guidelines, ensure accuracy and consistency in all materials
- Modify content for style, grammar, punctuation, syntax, spelling, and search engine optimization to align with brand
- Assist in research and analysis of marketing indicators to support decisions regarding FORGE's future marketing and communication strategy
- Draft and format the monthly FORGE newsletter and biweekly Greentown newsletter
- Update newsletter list and report newsletter stats
- Assist with editorial calendar development and tracking
- Help organize and ensure visibility of both virtual and in-person events
- Organize and support event logistics

*Other duties and responsibilities may be assigned as needed

What are we looking for?

You are: relationship-oriented, hard-working, organized, and enthusiastic. You're driven with an entrepreneurial spirit. You're resourceful, collaborative, and enjoy working on teams as well as taking on individual projects. You have strong writing and design skills and have meticulous attention to detail with an eye for design and consistency.

You are passionate about the mission, supporting innovation, and the value of local manufacturing, building community, and driving impact for innovators making physical products.

You are interested in entrepreneurship, marketing, design, analytics, startups, branding, communications, etc.

Your strengths & experience include:

- Excellent written and verbal communication skills with bias towards action
- Good storytelling skills with an interest/passion for content creation
- Past experience with social media/marketing is preferred but not necessary
- Flexibility to manage shifting priorities quickly and efficiently
- Prior work/internship experience preferred
- Excellent project and detail management with experience in planning events
- Enthusiasm for our mission to support startups by engaging with manufacturers
- Google Drive, Slack, Canva, LinkedIn, Asana familiarity preferred

Physical Demands of the Job:

- Ability to travel to our Somerville office (and occasional events in Lowell, Springfield, and/or Hartford), work some evenings as needed
- Occasional periods of prolonged standing during set-up for events and during events
- Must be able to lift or move items up to 25 lbs using proper lifting techniques

Benefits/Perks:

- A flexible, high-energy, supportive working environment with added perks like bike racks, showers, free-flowing coffee, and snacks on site
- Immersion in a fun, ever-changing community of innovators, providing connections to disruptors in a wide variety of industries

- A number of community-wide networking and socializing events.
- Network with Innovators who are taking on some of the world's hardest problems
- Hybrid (In-Person and Remote) work policy
- Walk away with exposure to startups, analytics experience, solid marketing portfolio

Compensation: This is a full-time equivalent, non-benefited position, for \$18-\$20/hour based on experience

To apply: Please send your resume and cover letter (optional) to hannah@forgeimpact.org. Your cover letter may address why you're a good fit and why we would be psyched to have you join us, how you learned about the role, and the date you're available to start.

Equal opportunity: FORGE seeks to fully represent our community and constituencies. We provide opportunities for many different voices to participate in the direction and leadership of the organization. We actively encourage candidates from broad, diverse backgrounds to apply. This helps us amplify those voices in your community. 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, or basis of disability or any other federal, state or local protected class.