

About The Equity Brain Trust

The Equity Brain Trust (TEBT) develops software solutions that enable diversity, equity and inclusion (DEI) professionals to help their companies and clients measurably improve DEI. We created a proprietary, industry-specific scoring methodology that operationalizes and standardizes what it means for a company to be equitable and a platform that collects, measures and analyzes data to guide and assess the impact of DEI strategy.

Our Mission

To enable individual and corporate citizens to take data-driven actions that create more equitable companies that create a more equitable world.

About the Communications Specialist

TEBT seeks a Communications Specialist to support our go-to-market strategy and efforts to establish our brand. S/he/they will manage all aspects of TEBT's communications strategy including writing content, publishing content on our website and social media and tracking the effectiveness of our communications efforts. The Communications Specialist is expected to work in-person three days a week in our Baltimore office and to perform the duties outlined below:

Essential Functions: Content Creation

- Create and post content across multiple social channels including Twitter and LinkedIn
- Write and create e-newsletters and drip campaigns
- Update website as needed with relevant content to align with SEO strategy
- Create and maintain editorial calendar of content across all platforms
- Create blog posts for TEBT's website and to contribute to partners' websites
- Develop case studies and gather customer testimonials
- Stay abreast of DEI issues in the media and targeted publications

Essential Functions: Strategy Management

- Own and lead TEBT's communications strategy
- Partner with TEBT's communications consultant to develop and implement an SEO strategy
- Support focus groups and industry message development efforts
- Manage TEBT's social media outlets including Twitter, LinkedIn and YouTube
- Meet with TEBT's leadership team to further develop and refine the strategy over time
- Create systems to track performance metrics

Compensation:

The salary range is \$50,000-60,000, with a percentage of equity (amount to be determined) that is subject to a vesting period, and three weeks paid leave. Health insurance is not currently available but will be in time.

Minimum Qualifications:

- Some experience with social media for B2B audiences (desired)
- Graphic design skills
- Experience with the Adobe Creative Cloud, Canva, WordPress (email platforms like Constant Contact or MailChimp, and Salesforce preferred)
- Ability to multi-task and work independently

- Deadline-driven
- Visionary and creative
- At least two years of professional work experience
- Demonstrated interest in justice, equity, diversity and inclusion
- Strong editing and writing skills
- Strong attention to detail
- Personal commitment to and/or agreement with TEBT's values
- Comfort with a fast-paced environment and figuring things out in real time

To apply:

Email your cover letter and resume to HR@theequitybraintrust.com. Please include "Communications Specialist position" in the subject line.