



North Atlantic States Carpenters
Pension Fund

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**North Atlantic States Carpenters Benefit Funds
Position Description**

Position Title: Communications & Outreach Manager
Department: Communications
Reports To: Executive Director

SUMMARY

The North Atlantic States Carpenters Benefit Funds (“NASCBF”) seeks an experienced Communications & Outreach Manager whose primary responsibilities will include contributing to the leadership team and subject matter experts through the development of the Fund’s broad communications strategy and maintain an overall communications program for Fund participants, staff and Trustees. The position will be located in the Fund’s Wilmington, MA office.

The successful candidate must be tech-savvy and possess a strong knowledge of multimedia production, digital marketing, and communications strategy, and have a broad understanding of modern communications design principles and the tools by which these can be implemented.

The NASCBF is a large Multi-Employer ERISA regulated Benefit Fund Office that administers retirement, health and other benefits to more than 45,000 active and retired plan participants of the United Brotherhood of Carpenters across New England and New York State (excluding New York City). The NASCBF is a diverse, multi-generational office of approximately 107 employees with offices in Massachusetts, Connecticut, and New York State.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- In consultation with Fund leadership, develop and implement the Fund’s communications strategy and brand across multiple media platforms, including content for the Fund website and social media to reflect Fund activities to new and existing audiences.
- Development and implementation of the Fund’s external communications, which includes, drafting core benefit related content, supporting the development of clear and accessible participant resources, and sustaining positive working relationships with external stakeholders and partners.

- Enhance Fund participant engagement, and raise overall awareness of available benefits, Fund accomplishments and goals.
- Shoot, edit and distribute video segments featuring Fund-related news and programs.
- Develop high-quality graphic design for distribution on web site and social media.
- Generate, edit, publish, and share engaging content daily that promotes and supports work across Fund offices and related entities, including press releases, benefit developments and updates, and milestones or recognition achieved by the Fund.
- Develop regular participant communication vehicles such as electronic newsletters to Fund constituencies.
- Responsible for coordinating with all fund consultants, NASCBF staff, and professionals regarding Board and Committee meeting materials, including the creation, compilation and distribution of meeting agendas.
- Respond initially to media inquiries, drafting media releases, and floating stories
- Track analytics and measure performance of digital content to inform decision-making and communications strategy.
- Support the planning, preparation, and logistics management of any public events, seminars, webinars, including materials and collaboration on relevant documents, as needed.
- Ability to understand, apply, and interpret the provisions of Fund benefit programs and Fund operations
- Seek opportunities for improvement and suggest new projects.

EDUCATION AND EXPERIENCE

- Bachelor's degree preferred in Communications, Journalism or Marketing or related field.
- 5 years of proven success in a comparable role in the employee benefit or similar field.
- Knowledge and understanding of Taft Hartley employee benefit plans are advantageous.
- Track record of integrity and commitment to professional ethics.
- Highly analytical with strong attention to detail.

REQUIRED SKILLS:

- Experience with design and communications software.
- Strong proficiency in Microsoft Office Suite (Word, Excel, PowerPoint).
- Exceptional organization, written, verbal, and interpersonal communication skills.

- Ability to translate Fund benefits and developments into concise communications to participants and other external stakeholders
- Ability to work against deadlines
- Hands-on experience with graphic / web design, multimedia production (video/animation/audio), photography, email marketing copy and design, web analytics and newsletter layout.
- Develop successful working relationships with subject matter experts
- High-level presentation skills
- Effectively identify, engage and manage a communications staff as applicable
- Ability to travel to various Fund offices across New England and New York State will be an integral part of the position.

BENEFITS:

The North Atlantic States Carpenters Benefit Funds offers a comprehensive benefits package that includes medical, dental, vision, life, and disability insurance plans. We also offer paid holidays, vacation, PTO and two retirement plans. At the NASCBF, our employees enjoy a shorter work week (37.5 hours), good work-life balance and work that is always challenging. When you join us, you will have the ability to make a difference!