

# Head of Marketing & Communications

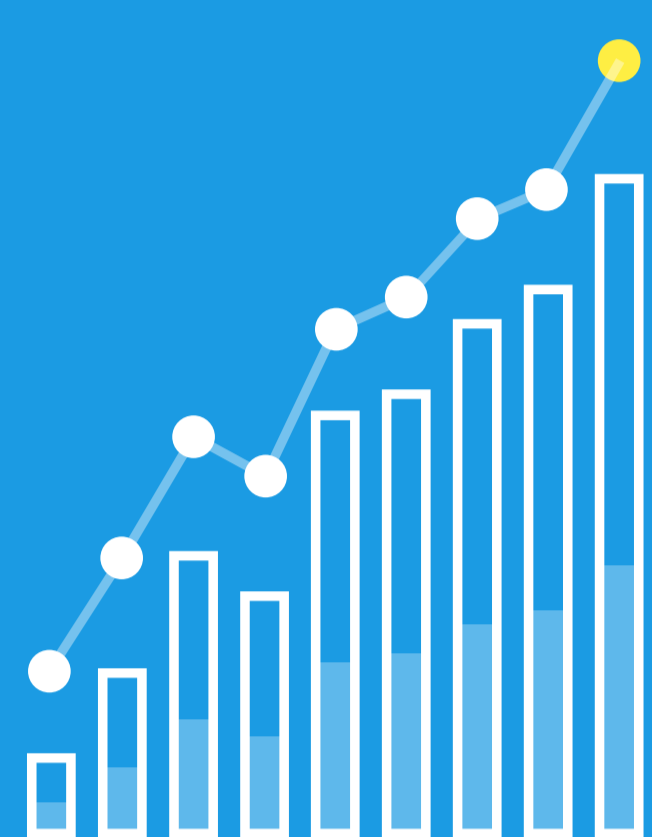


Seattle

**You:** Lover of startup marketing, data, and social impact. Build the brand and the buzz for an organization with a vital mission: to drive a better democracy.

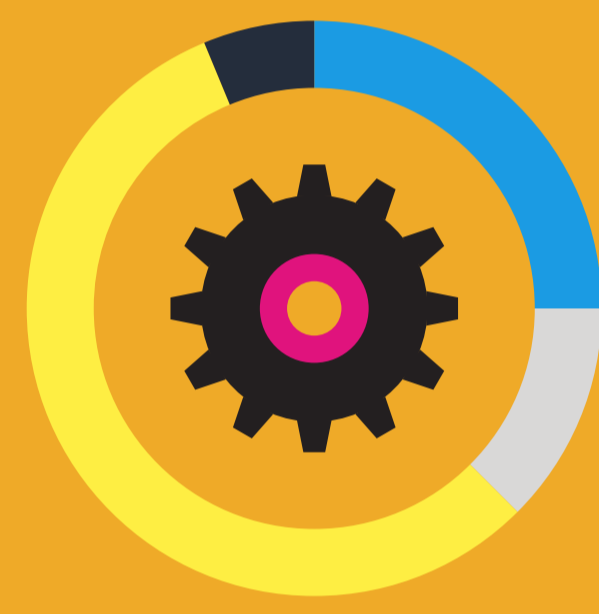
## The Organization:

- Launched in 2017
- Online platform for government spend data
- Puts facts into the hands of citizens, media, and businesses
- **1 million** engaged so far
- Non-profit and non-partisan
- Funded by Steve Ballmer of Microsoft fame



## The Job:

- Drive awareness and utilization
- Craft an integrated marketing engine for launches and campaigns
- Build a network of journalists and influencers
- Influence the product roadmap



*We believe that facts — not opinions — drive a better democracy. Come join us!*



*Other orgs are 90% marketing and 10% product. We are 90% product and 10% marketing. It's time to change that and get our work out there.*



*When a company does a shareholder call, they expect 50 people to show up. We did a shareholder call for the US, and got 500,000 people to engage.*



## Is this you?

- ✓ Experience with acquisition and retention for information-based products
- ✓ Depth in digital, content marketing, launches & communications
- ✓ Nose for turning data into stories and news
- ✓ Passionate about policy but able to be non-partisan
- ✓ More likely to say, “I’m on it” than “I’ll get my team to handle that”

## Reach Out:

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