

Communications Manager

CFAR is a management consulting and executive coaching firm that help leaders activate organizations to achieve their highest aspirations—productively, meaningfully, profitably, and with impact.

We are seeking a detail-oriented and creative professional to drive our editorial and communications function and to support marketing efforts.

This role will require an individual capable of both producing high-quality client deliverables under tight deadlines and helping to execute longer-term efforts to support firm growth—drawing connections between our work with our clients and how to best position our firm in the market. The Communications Manager serves as part of a three-person marketing team, working under the guidance of the Principal Lead for Marketing and reporting to the Marketing Supervisor. This is an ideal opportunity for an individual with concrete experience, to take their skills to the next level, working in close partnership with senior consulting leaders, other mid-career professionals, and a cohort of other Support Staff members.

Specific responsibilities for the Communications Manager include:

Communications:

- Provide editorial support for client deliverables, internal documents, and marketing materials (e.g., memos, reports, presentations, blogs, etc.). Work quickly to understand the context of client projects and needs, reviewing not only for linguistic accuracy/style but also for rigor, clarity, integrity, and thoroughness. Serve as communications point person for all firm proposals, meticulously proof-reading and editing for clarity, providing visuals/graphics, and maintaining internal proposal resources.
- Ensure that the firm’s “look and feel” is consistently captured across all CFAR materials, including maintaining and updating (as needed) all Word, PowerPoint and other templates, being able to quickly diagnose and correct technical and formatting issues as they arise, and providing onboarding and training to consulting staff on templates and communications standards.
- Ultimately and with time, serve as holder of the firm “voice.” Implicitly understand our style, approach, and identity, and how to translate that into written word, graphics, and visuals.
- Provide graphic design support to make client deliverables visually appealing and to translate key ideas into graphics and visuals.
- Serve as a resource for identifying, organizing, and finding marketing materials and reusable content, ensuring materials are posted and organized in the file management system.
- Maintain, regularly review, and update as needed an extensive internal library of marketing resources—including writing, editing, formatting, and designing graphics/visuals as needed.

- Maintain firm website (built on WordPress), including optimizing pages and content, drafting and publishing announcements/blogs, updating bios/practice descriptors, and ensuring overall site health.
- Support the execution of the annual strategic marketing and communications plan for the firm, spanning media (social media, conferences, written publications, etc.) and reaching multiple target audiences.
- Collaborate as member of the three-person, cross-functional Marketing Team. Specifically:
 - With Marketing Manager, oversee firm's social media platforms and provide targeted support for individual leader profiles. Collaborate on marketing materials.
 - With External Relations Manager, maintain and distribute marketing/sales data, support consultants' extensive conference appearances, and provide close-in support to the Family Enterprise and Healthcare Practices (our two largest practices).

Other:

- As a key member of the firm's Support Staff team, know and understand firm processes and systems, and be able to educate others on best practices.
- Participate as an active member of the CFAR community, serving on committees and/or advancing key initiatives as needed.

The ideal candidate will hold some combination of these requirements:

- An advanced degree, preferably in English, Communications, or another discipline that emphasizes critical thinking and writing.
- At least five to seven years of experience in marketing/communications, ideally in professional services or one of our key sectors (family enterprise, healthcare, higher education).
- Extremely firm grasp of language, grammar, and style. Ability to write in multiple styles (business, academic, formal, informal) and voices.
- Expert level capabilities with the Microsoft Office Suite. Experience with the Adobe Creative Suite and WordPress also preferred.
- Demonstrated ability to translate big, sometimes messy or confusing, ideas into clear, detailed language and engaging visuals.
- Demonstrated ability to comfortably interact with different levels of seniority and experience, productively collaborate on projects and deliverables, and advance materials across a wide range of topics—strategy, culture, psychodynamics, governance, operations, leadership, economics, etc.
- Comfort with ambiguity is a must.

Other Details

Location: Boston or Philadelphia.

Travel: This position requires very little travel. For now, we are conducting nearly all of our work remotely to ensure the safety of our staff and our clients.

Visas: CFAR is not providing visa sponsorship for this position.

How to Apply:

If you believe you have the skills, qualifications, and passion to contribute to our growing firm, please send a **cover letter, résumé, and at least one professional work sample** (demonstrating your skill with both writing and graphics/visuals) to marketing-recruiting@cfar.com.

We look forward to hearing from you!

Who are we?

We at CFAR bring a commitment to unleashing potential and maximizing impact for our clients, through management consulting and executive coaching services that deliver both desired outcomes and improved relationships. A growing, boutique firm, we have, for close to four decades, provided guidance and expertise to tackle the thorniest issues—ones often rooted in a misalignment between important organizational goals and individual beliefs about what it will take to achieve them. We come to our work as curious problem-solvers. Our heritage as the Wharton School’s only multi-disciplinary, applied research center lives on in our continued dedication to advising leaders on complex organizational issues where both people and performance matter.

CFAR has always been a consulting firm with an “applied” focus: we bring ideas to life through our work, using them to resolve very practical dilemmas that get in the way of organizational excellence. And we remain on the cutting edge of the problems that our clients face today, whatever they are—those that are often not yet clarified, systematized, or understood. Though the world may have changed, our mission remains the same as the day we were founded: to help leaders activate organizations to achieve their highest aspirations—productively, meaningfully, profitably, and with impact. We partner with leaders in a variety of organizational types and industries, including healthcare, family enterprises and owner-led businesses, higher education, and other for- and non-profit entities.

We have several distinctive characteristics:

- Our people are our greatest strength. We are passionate about our work—with our clients and with each other as we grow our firm.
- Our approach embraces the fundamentals of both economics and human behavior—because we know that one informs the other in any organizational system.
- We have a proud history of applying new ideas to novel, complicated problems for which traditional solutions have been found ineffective, particularly in organizations with multiple stakeholders holding diverse interests.
- We engage in rigorous and creative analyses of our clients’ business dilemmas, help our clients work through their dilemmas to reach solutions appropriate to their organizational culture, and equip them with the skills and structure to sustain change going forward.
- We embrace the value of different disciplines and perspectives, which is reflected in the wide variety of advanced degrees our consultants have earned—including business, economics, anthropology, public health, psychology, political science and diplomacy, and communications.
- We aspire to be a firm where each of us feels motivated by our purpose, collaborates to achieve our strategy and goals, grows professionally, and personally contributes at our highest potential. To best deliver on our aims, we seek to be rich in diversity of all kinds and focus on practicing inclusion.
- We are committed to helping everyone at our firm become lifelong learners, with annual development plans for each person.
- Our project teams consist of senior lead consultants, supported by Analysts and Managers. Internal administrative work (IT, finance, communications, etc.) is managed by our Support Staff.