

Associate, Sales & Marketing

[60 Decibels](#) is a tech-powered, impact measurement company that makes it easy to listen to the people who matter most. We've been in business as an independent entity since early 2019, when we spun out of the global Impact Investor [Acumen](#).

Our firm belief is that the best way to understand social impact is by talking to the people experiencing that impact. It sounds obvious when you say it, but that is not the typical practice for many impact investors, corporations and foundations working to create social change.

We collect social Impact data directly from beneficiaries (customers / employees / suppliers) via a network of 1,000+ trained researchers in 70+ countries. We do it quickly and without some of the fuss typically associated with measuring impact. Our researchers speak directly to customers to understand their lived experience; and our team turns all this data into benchmarked social performance reports, with accompanying insights, to help our clients demonstrate and improve their social performance.

By making impact measurement simple and scalable, we not only enable organizations to make improvements in the products and services they've designed to serve beneficiaries; but also help transform what it means to credibly measure impact, ensuring that the voices of those who matter most are always part of the story. **We are looking for a passionate, scrappy, and organized individual that is excited about the opportunity to help support the Sales and Marketing team of an impact-driven start-up.**

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About the role: This is an internal and multi-functional role that will span two core operations, Sales and Marketing, requiring a high degree of organizational skills and a go-getter attitude. You will report directly to [Rebecca Schick](#), the Sales Operations Manager, and support her in building systems to improve team-wide sales performance, leverage marketing analytics and insights, and generate content and collateral to promote the impact of our work.

Specifically, the Sales and Marketing Associate will:

- Track and analyze key sales performance indicators, including monitoring and reporting Sales Lead pipeline activity and presenting metrics in a way that drives clear action. Simply put, you will help the Sales Team understand how they're performing and identify where they need to improve.
- Manage and update our database of sales and marketing collateral (e.g. PowerPoint decks that introduce our work, case studies that feature insights from our projects, marketing content to engage 60 Decibels' partners). Manage the Content Library, our centralized bank of 60 Decibels' MarCom resources, to ensure the latest and greatest outputs are available to the team.
- Contribute to the growth of 60dB Sales and Marketing teams by leading our social media strategy, managing social media accounts ([Twitter](#) and [LinkedIn](#)), tracking and interpreting marketing analytics, and finding creative,

new ways to present our findings. There's a lot of room for exploration and testing of new ideas — we want someone who takes initiative here

- Serve as the link between marketing and sales activity to help us understand and drive inbound interest and new business development opportunities. Support the Sales Team pipeline growth by designing new sales collateral, updating existing resources, supporting proposals outputs, landscaping, and generating New Qualified Leads.
- Support Rebecca in optimizing 60 Decibels customer relationship management, including overseeing The Volume subscriber base, updating bounced and duplicate contacts, managing inbound communication from the 60dB website, and cleaning contact database. Streamline the way the 60 Decibels' team enters contacts, engage with Airtable, and glean insights from the data.
- Serve as the point person for external partners seeking to engage with 60dB marketing channels, ensuring high satisfaction and quality outputs. Explore how we can engage the broader 60 Decibels team, our partners and key stakeholders in our marketing and communication efforts.
- Model our company values.

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About You: First and foremost, you bring compassion and dedication to this work because it matters to you. You have an excellent eye for detail, thrive in an environment where you are juggling multiple things at once, and take personal accountability seriously: i.e. when you say you're going to do something, you do it.

We also expect that most candidates will have had the following experiences / attributes. If your experience set differs, but you think you're the right person for the job, say that in your application.

- 3-5 years experience in consulting, start-up, social enterprise, impact investing or corporate environment.
- Excellent PowerPoint skills. High levels of comfort with new technology (e.g. we use Airtable extensively). Strong experience with drafting, managing, and monitoring social media activity is encouraged (Hootsuite, anyone?)
- Superb communication skills, both verbal and written.
- Great core skills of problem solving, teamwork, and project management. And great soft skills, plus the understanding that they're not really "soft" at all.
- Knowledge and passion about representing a strong brand voice and communicating impact to core stakeholders through social media channels.
- Comfort in a fast-paced, entrepreneurial environment; awesome ability to prioritize and manage multiple workstreams; general interest in and orientation towards technology.

Interested in applying?

Deadline: Candidates are encouraged to apply early, as applications will be reviewed on a rolling basis.

Location: The Associate will join the team in our New York City office.

Compensation: 60 Decibels offers a competitive salary and benefits package and the opportunity to work in a flexible, fun and supportive environment. In New York, the salary for this position is \$60,000.

Application: To apply please fill out [this application form](#) where you will be asked to upload:

1. Your resume
2. Two short videos (2-3 minutes per video) in which you respond to the following questions:
 - a. Video 1: Tell me your story: where you are coming from, what you've done in the world that you're passionate about (in work or otherwise), your ambitions for your future, or whatever else you think is relevant in explaining who you are? This question is required.
 - b. Video 2: Why do you think you are a good fit for this role? What are the unique strengths you bring, and what are your weaknesses?

We're excited to hear from you!

Want to get to know us a little better?

> Sign up to receive [The Volume](#), our monthly collection of things worth reading.

> Visit our website at 60decibels.com.

> Read about our team values [here](#).