

Worcester Business Journal

Jennifer Husmer, communications coordinator, RCAP Solutions

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Husmer

Gardner and Worcester nonprofit RCAP Solutions takes on a wide variety of issues, from families facing foreclosure to communities that need help with infrastructure issues. Now, the group has hired Jennifer Husmer, formerly of Digital Federal Credit Union, to help explain its work to the world.

Vital Stats:

Age: 27

Residence: Acton

Education: Bachelor's degree in communication from Western New England College

Previous job: Marketing Specialist at Digital Federal Credit Union in Marlborough

Start date at new job: January 25, 2010

Q. How are you settling in at your new office?

A. Since I've started I have taken on many long and short term projects which are definitely keeping me busy. I have already learned a great deal about RCAP Solutions and my role at the company. All the talented people I work with have made me feel very welcome, making it quite easy to settle in.

Q. What's the biggest surprise you've had in starting the job?

A. The biggest surprise was finding out that RCAP Solutions is celebrating 40 years in business. It's such an exciting time!

Q. What challenges do you see in your new position?

A. My biggest challenge will be understanding all the wonderful programs and services RCAP Solutions has to offer the surrounding communities and also the processes involved in acquiring grants and funding. But I should mention that the people I am working with are doing a wonderful job explaining the organization to me.

Q. How different is this job from your previous position?

A. As a marketing specialist at Digital Federal Credit Union I was given the opportunity to fully explore the world of marketing and learn all the different

aspects of the field. In doing so, I was able to experiment with design, e-commerce, digital communication and merchandising. In my current role as communications coordinator, I focus more on writing and public relations which was the main concentration of my degree in college. The people I work for at RCAP Solutions have been great at giving me creative freedom in my writing.

Q. How close is this to what you imagined in high school you'd end up doing?

A. I have always enjoyed helping people, which led me to think psychology would be the career for me. However, the communications field encompassed so many aspects that I always enjoyed learning about and knew that if I became an effective communicator I could definitely make a difference, which is exactly what RCAP Solutions allows me to do.

Q. Where's the best place to get lunch near your new location?

A. McNally's has a great lunch menu and I'm looking forward to trying other local restaurants.

Q. What do you hope to be doing 10 years from now?

A. I hope to broaden my skills in public relations and continue making a difference in people's lives.