JOB DESCRIPTION

Position: Marketing and Communications Manager

To perform this job successfully, an individual must be able to perform each essential function safely and satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable qualified individuals with disabilities to perform the essential functions, unless providing such accommodations will present an undue hardship.

Responsibilities

The Marketing and Communications Manager is accountable for the planning, development, and implementation of CCLF’s marketing, communications, and public relations activities; and ensure compliance with the agency brand at all times. The position supports the mission of Chicago Community Loan Fund through marketing, media exposure and public relations to advance organizational goals.

Marketing/Communications

• Oversees day-to-day design and production of CCLF’s Community Blueprint newsletter including copy, layout and distribution by production deadline.
• Create newsworthy stories, press releases, op-eds and videos on CCLF activities, customers and social impact by conducting research and interviews, taking photos; writing, editing and proofreading copy; and pitching these stories/videos to various media outlets.
• Produce success stories for CCLF funders, investors and key stakeholders including images that convey CCLF’s unique contribution to community development in the region.
• Manage all media inquiries and provide media training to CCLF staff that are scheduled for interviews, workshops or training ensuring CCLF’s brand is consistent in all news stories, distributed materials and electronic presentations.
• Responsible for all CCLF websites and social media content, posts and images working to ensure frequent and increased number of visits and click-through actions by providing accurate, relevant and fresh content.
• Manage the workload of CCLF’s public relations and annual report consultants relaying the CCLF brand and customer stories for them to share with the public.
• Responsible for marketing CCLF’s lending, economic development and technical assistance programs/services to the public. Supervise all interns, part-time workers and consultants charged with marketing CCLF’s programs to increase pipeline.
• Serve as a resource spokesperson for media inquiries seeking story leads or quotes from CCLF.

Public Policy

• Advance CCLF’s public policy issues through media relations, social media, op-eds and promoting advocacy campaigns.

Fundraising

• Share the CCLF story with key investors and funders in an effort to attract their funding support and attract new donors through media exposure.
• Provide research, design elements, proofreading and text for funding applications and proposals.
• Maintain CCLF’s media database and provide database support.
Nature & Scope of Working Relationships

The Marketing and Communications Manager position requires maintaining an excellent working relationship with each department, funders, investors, elected officials, partners and the Board of Directors to extract the information needed for story ideas, assigning staff/board for media interviews and learning about key customers and stakeholders to feature. This position reports to the Vice President of External Relations.

Major Challenges/Performance Measures

Major challenges of this position include learning the technical aspects of lending and underwriting and conveying its social impact in relatable stories for the public to understand. Performance measures include: 1) Number of times CCLF is mentioned in media articles, 2) Number of new likes and friends on Twitter and Face Book, 3) Successful completion and distribution of Annual Report, 4) Creation and distribution of quarterly newsletter and 5) Number of inquiries/registrations/applications for CCLF loans, technical assistance and other programs/activities.

Qualifications

The successful candidate will possess the following:

- Five years of paid experience in marketing/communications;
- Strong writing skills, both creative and technical;
- Creative and progressive designing skills;
- Adept in MS Office Suite, Word Press, email marketing software, Salesforce or other CRM database, and Adobe Creative Suite (including Photoshop and InDesign) strongly preferred;
- Avid social media user (Twitter, Facebook, LinkedIn);
- Self-motivated, hard-working, flexible, and detail-oriented;
- Ability to manage multiple projects while working productively with diverse groups and individuals with minimal supervision;
- Interest/commitment to values of community development

Minimum educational requirement: Bachelor’s degree in Marketing, Communications, Public Relations, English, or a related subject. Master degree in Marketing/Communications preferred.

To be considered and remain eligible for employment with CCLF, individual must be an established Illinois resident at or by the time individual commences employment, and remain a permanent Illinois resident throughout the individual’s employment with CCLF.

Work Conditions.

Majority of time is spent indoors in an office atmosphere. Frequent local travel will be required. While performing the duties of this job, the employee is regularly required to sit, use hands, talk and hear. This position requires frequent standing, walking, kneeling and crouching. This employee must occasionally lift and/or move up to 25 pounds.

CCLF is committed to an inclusive workplace where diversity in all its forms is championed. CCLF is proud to be an equal opportunity workplace. We are committed to equal employment opportunity regardless of race, color, ancestry, religion, sex, national origin, sexual orientation, age, citizenship, marital status, disability,
To Apply

FOR CONSIDERATION PLEASE SUBMIT RESUME TO: JOBS@CCLFCHICAGO.ORG.

No phone calls please.