



COMMUNITY FIRST FUND TEAM MEMBER PROFILE

Date: 07/06/2021

Name: Vacant

Position/Title: Vice President Marketing & Business Development

Department: Marketing Reports To: SEVP, Chief Strategic Initiatives Officer

CHARACTERISTICS

- Organized/ Efficient
- Approachable
- Analytical
- Independent/ Self-motivated
- Adaptable and Strategic Leader
- Goal Oriented
- Communicative
- Story Telling
- Performs well in a fast paced work environment
- Supportive
- Curious
- Creative

SKILLS

- Proficiency in Microsoft Products.
- Capacity to learn departmental software systems and databases, including advanced word processing.
- The ability to maintain a high degree of accuracy and attention to detail.
- Ability to work independently.
- Excellent written and verbal communication skills. Demonstrated ability to express thoughts and ideas clearly and concisely, including writing and editing original material and the materials of others.
- Excellent skills in judgement in relation to communicating externally about the mission and work of the organization, and to inspire others to support the organization.
- Strong analytical skills.
- Ability to work effectively with racially and socially diverse individuals.
- Excellent website management capabilities including direct experience in maintenance of company website content.
- Excellent social media messaging capabilities.
- Ability to make sound decisions within the scope of the job.

EXPERIENCE

- A minimum of seven years direct experience strategic marketing and communications including development of key strategies and techniques.
 - Bachelor's degree or commensurate experience in business, communication, or data related fields.
 - Experience in supervising staff to effectively meet departmental goals, including event planning and implementation and other project fulfillment.
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ROLE:

The Vice President, Marketing and Business Development at Community First Fund is responsible for all aspects of the organization's marketing and business development, as well corporate communications, public relations and special events in order to meet goals set forth in Community First Fund's Strategic Plan. The Vice President is responsible for ensuring that the organization implements effective strategies to achieve the organization's goals each year.

RESPONSIBILITIES:

1. Marketing and Business Development
2. Social Media and Website Management
3. Leadership/Management of the Marketing Department
4. Individual, Team & Company Participation

EXPECTATIONS:**1. Marketing and Business Development**

- a. Work with Senior Management to develop and implement comprehensive, results-oriented Marketing and Business Development Plan.
 - i. Targeted strategies to reach a broad range of clients and stakeholders.
 - ii. Include performance measures that align with Community First Fund's key strategic goals and annual operational objectives.
- b. Develop and leverage strategic partnerships with key organizations and represent Community First Fund in public forums and presentations.
- c. Ensure marketing staff maintains and nurtures contact with appropriate local and regional media outlets including newspaper, television, radio and other relevant contacts in order to develop and build an effective public image.
- d. Develop and manage allocation of annual Marketing Budget.
- e. Develop and maintain Community First Fund's visibility and identity in the marketplace with clients and stakeholders, including strategies for effective brand management.
- f. Manage the timely development and distribution of periodic newsletters, annual report and collateral marketing materials as needed by lending team, development team and senior management.
- g. Oversee the planning and implementation of special events, including but not limited to press conferences, ribbon cutting events, community and economic development forums and Community First Fund's Annual Friends of the Fund event.
- h. Maintain organizational database system to allow for strategic communications with donors, investors, clients, centers of influence and other stakeholders.

2. Social Media and Website Management

- a. Develop and implement a strategy to drive traffic to the website.
- b. Maintain current and effective web site content, as well as management of other relevant social media sites.
- c. Analyze website and social media metrics and measure against established benchmarks.

3. Leadership/Management of the Marketing Department

- a. Provides day to day supervision, training and evaluation to members of the Loan Administration department.
- b. Ensures all staff are adequately trained to perform requisite duties
- c. Provides inspirational leadership consistent with our mission



- d. Adheres to supervisory requirements including recruitment, coaching, and other policy oversight.
- e. Participates in strategic planning efforts
- 4. Individual, Team & Company Participation**
 - a. Quarterly Coaching Sessions and Annual Review Meeting
 - b. Department Meetings
 - i. Lead quarterly meetings of the Marketing Committee.
 - ii. Coordinate development and distribution of meeting materials: agenda, meeting minutes, marketing reports, performance measurement reports and event planning updates.
 - iii. Provides periodic reports on department performance and activities to management team and board as assigned.
 - c. Senior Management Meetings
 - d. Opportunities Meeting, Quarterly Business Meeting
 - e. Support the projects that advance our Strategic Plan goals and Operational plan goals; participate in at least one Annual Operational Plan Objective project team.
 - f. Participate in training, assessments and surveys as directed.
 - g. Assist Executive Leadership
 - i. As directed, support executive leadership with effective internal communications, including communication with staff and board.
 - h. Special Events Attendance & Support

PHYSICAL DEMANDS:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- While performing the duties of this job, the employee is frequently required to stand, sit, talk and hear.
- The employee is occasionally required to move about the office; use hands and fingers to feel, handle, or operate office equipment.
- Specific vision abilities required by this job include close vision and the ability to adjust focus.

WORK ENVIRONMENT:

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- The work is performed primarily in an office or client business setting. The noise level in the work environment is moderate.
- Travel in a wide geographic area is required approximately (20 %) of the time. Employee must hold a driver's license and able to drive, and able to travel outside of the office for meetings, conferences, client visits and other job-related commitments.



The duties listed above are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to the position. The team member profile does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.