



Associate, Sales and Marketing **(Full-time, Exempt)**

Opportunity Fund, the nation's leading nonprofit small business lender, believes small dollar loans help hard-working entrepreneurs make lasting change in their own lives and build stronger communities by growing businesses and creating jobs. Opportunity Fund's community of donors and investors is creating an inclusive financial system that empowers women, immigrant, and minority small business owners.

Our strategy combines microloans for small business owners and New Markets Tax Credit investments in high-impact community infrastructure projects. Since 1994, Opportunity Fund has deployed more than \$750 million and helped thousands of entrepreneurs invest in their families' futures. The organization has committed to lending an additional \$1.2 billion to small business owners across the country and investing \$174 million in community real estate projects by 2023.

The position:

Opportunity Fund is seeking a highly qualified, highly motivated, Associate in Sales and Marketing to coordinate support for the sales teams and help grow loan volumes in the markets that Opportunity Fund serves. Reporting to the Vice President, Sales and Partnerships, the Sales and Marketing Associate will coordinate all elements of internal sales team support including event planning and meeting management; sales data analysis; project management; management of internal and external communications; and lead the small business marketing initiatives, managing and coordinating marketing projects with inhouse and outsourced marketing resources. The ideal candidate will have experience working in a fast-paced sales and marketing operations environment, supporting and prioritizing multiple projects simultaneously. The candidate will have outstanding communication skills, both written and verbal, and the ability to convey complex, strategic information in a compelling, straight-forward voice to both internal and external audiences. The candidate must have excellent organization and time management skills and have strong attention to detail. The ideal candidate should enjoy working directly with sales staff, be comfortable analyzing data, and be willing to do what it takes to ensure the success of the team. The candidate should have experience leading and managing marketing projects, serving as the key point of contact between inhouse and outsourced marketing resources ensuring SLA's and deliverables are met. The candidate should thrive in an entrepreneurial environment, be a great team player, excel at working independently, and be enthusiastic about furthering Opportunity Fund's mission.

You will:

- Serve as marketing coordinator for direct marketing initiatives with inhouse or outsourced marketing groups
- Marketing project budget management and oversight
- Monitor sales results and trends generated from marketing initiatives and communicate to senior leadership.
- Develop internal communications for sales staff to ensure that all of Opportunity Fund's sales representatives are aligned on the same messaging and outreach strategy.
- Create sales presentations to support sales staff in building relationships and growing Opportunity Fund's loan portfolio.
- Perform data analysis as needed to support internal sales team decision-making and reporting and ensure efficient allocation of Opportunity Fund resources.
- Support event planning and meeting coordination for Opportunity Fund's sales teams to ensure teams are efficiently working together toward team goals.

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You have:

- Bachelor's degree from a four-year college or university required.
- Experience leading and coordinating direct marketing campaigns for financial services
- Demonstrated knowledge of sales operations and sales strategy, with a proven ability to communicate clearly and effectively with diverse sales teams.
- Direct mail, email and SEO marketing experience and outside agency coordination management
- Superior written and interpersonal communication skills; ability to write and communicate clearly; comfort using data to create strategic and compelling arguments.
- Complete proficiency with Microsoft Office applications required. Experience with Salesforce CRM preferred.
- Demonstrated project management skills; ability to work independently and successfully manage multiple projects with competing deadlines; excellent attention to detail.
- Enthusiasm for Opportunity Fund's mission of helping working people advance their economic well-being.
- Strong contributor within a team environment.
- Fluency in English & Spanish a strong plus.

Perks & Benefits:

Our mission is what motivates us to come to work each day. We know that happy employees are productive employees, which is why we offer a comprehensive benefits package that includes:

- Competitive salary commensurate with experience.
- An environment that values work-life balance.
- 100% company-funded Medical, Dental, Vision, Life & Disability coverage for employees. Family coverage also available.
- Tax deferred 403(B) retirement plan with employer contribution.
- Paid vacation (increased with tenure), holiday, sick, and family leave days.
- Company fun days (BBQs, holiday parties, etc.), group activities (potlucks, happy hours, etc.), and monthly free lunches.

Location

- Position will be located at Opportunity Fund's City of Commerce Office, with travel to San Jose office location as necessary.

To Apply: Interested candidates should email jobs@opportunityfund.org with a resume and thoughtful cover letter that explains interest in the position and organization, and how your skills and experience meet the requirements of the position. Please specify "Associate, Sales and Marketing" in the subject heading line.

Diverse candidates are encouraged to apply. Opportunity Fund is an Equal Opportunity Employer.

www.opportunityfund.org