



**Director of Marketing Communications  
(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 \$900 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:**

The Director of Marketing Communications oversees Opportunity Fund's communications strategy and is responsible for generating external brand awareness. The ideal candidate must have a strong background in communications, content strategy and development, and people management. This position is ideal for an existing nonprofit professional, or a mission-driven individual from the for-profit sector who thrives on seeing societal impact from their work.

The Director is responsible for generating positive awareness and exposure for Opportunity Fund in local, statewide, and national markets. This position will particularly focus on supporting the fund development team with on-message tools and material, including social media and other digital platforms. The position requires demonstrated proficiency with brand management, content management, media relations, marcom execution, and project management, as well as knowledge of numerous target audiences, from individual donors, corporations, foundations, investors, and policymakers.

The position will supervise a staff of three. The Director will report on an interim basis to the Chief Development Officer until a new Chief Marketing Officer is hired. The Director will work closely and collaboratively with various teams, including Development, Policy and Evaluation, Compliance, Investor Relations, New Market Tax Credits, and Finance as well as Sales and Marketing leaders specific to Small Business Lending.

## **You will:**

### **Inform and drive strategy:**

- Work with the CDO and CMO to translate market research findings, industry data, fundraising best practices and other insights into messaging and visuals
- Be the keeper of our image, ensuring all teams are properly equipped to use Opportunity Fund's brand and voice
- Work with the executive team to match communications strategies with organizational strategies and objectives

### **Coordinate content development:**

- Drive content topics and create a regularly updated editorial calendar, considering business objectives, timing, and team capacity
- Manage internal and supplemental external writers across social media, emails, blog posts, reports, e-books, web pages, speeches and more
- Keep the website current with regular updates to copy, content, and SEO; work with others in the organization to test different aspects of the site to improve lead gen/conversion such as calls-to-action, headlines, buttons, and colors

### **Develop materials and messaging:**

- Create new development and sales tools in the form of blog posts, collateral, research reports, e-books, webinars, calculators, videos and more
- Apply brand standards and voice to all new material
- Support events staff by developing inspiring marketing and communication assets, including developing live programs and/or remarks, to achieve or exceed event goals.

### **Oversee Public Relations:**

- Serve as the primary point-of-contact for all inbound press inquiries
- Manage an external PR agency to on-target, on-strategy, on-budget execution

### **Manage a team:**

- Supervise the work of the Marketing team to ensure proper implementation and management of set strategies
- Work with and supervise numerous external contractors, including providing overall goals, scoping and contracting projects, and supervising the work
- Create and manage the MarCom budget, ensuring timely and accurate projections and accounting

## **You have:**

- A related Bachelor's degree or equivalent experience
- 7+ years relevant experience (content, communications, PR)
- Nonprofit marketing experience, including fundraising communications expertise
- Financial services experience, while not required, is a strong plus
- Experience forming, growing and managing a team

- Superior writing skills, including web, social, solicitation, persuasion, presentation, live scripts, and research
- Excellent ability to work across functional teams and build confidence and rapport throughout the organization
- Cultural competence and understanding of Opportunity Fund's mission and client communities. Spanish fluency a plus
- Ability to take complex business ideas and formulate compelling, human-centered narratives
- Willingness and ability to travel to Los Angeles 1-2 times per year and out-of-state 1-2 times per year

### **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.
- Public transportation benefit.

### **To Apply:**

Interested candidates should email a resume and thoughtful cover letter to [jobs@opportunityfund.org](mailto:jobs@opportunityfund.org) that includes how you heard about the position and "Director of Marketing Communications" in the subject line.

*Diverse candidates are encouraged to apply. Opportunity Fund is an Equal Opportunity Employer. [www.opportunityfund.org](http://www.opportunityfund.org)*