



Employment Opportunity:

Marketing & Communications Coordinator

Salary Range: \$30,000 - \$40,000 annually

Location: Columbus, Ohio

Status: Full-time, Term

The Council of Development Finance Agencies (CDFA at www.cdfa.net) seeks a motivated, well-organized and energetic individual to fill the position of **Marketing & Communications Coordinator**. This position is critical to the continued success of CDFA's education, advocacy, research, resources and networking efforts. This is an exciting opportunity for an energetic and enthusiastic person to expand the CDFA brand, social media presence and internal/external communications standards.

This position is located in Columbus, OH. Some travel is expected with 2-3 trips annually. Expenses are paid for travel and compensatory time is provided for excessive travel demands.

The starting salary is \$30,000 - \$40,000 annually depending on experience and qualifications. The benefits package includes 12 days of paid vacation and 10 days of sick leave, a monthly health insurance stipend and an annual simple plan IRA contribution. Other benefits include flexible working hours, travel opportunities and compensatory time.

Duties:

The **Marketing & Communications Coordinator** will be responsible for working with fellow CDFA team members to expand the organization's various activities related to outreach, marketing, branding, graphics, communication and quality control. This includes the development of communication policies, collateral, social media affiliations and networking opportunities. More specifically, the **Marketing & Communications Coordinator** will work with CDFA colleagues to perform the following tasks:

- Marketing CDFA programs and managing the marketing calendar;
- Creating language and content for marketing materials, including email, web and print;
- Developing better metrics and diagnostics for marketing to targeted segments;
- Creating brand standards and image policies;
- Developing and managing the Council's various social media platforms;
- Managing web site and app development projects;
- Coordinating collateral material production;
- Assisting with the design of electronic presentation templates, web site graphics, printed brochures and other material;
- Coordinating the quality control review process for all externally released documents;
- Identifying opportunities to build the CDFA image and presence at events and speaking engagements
- Facilitating marketing partnerships with related organizations;
- Other duties as assigned by President & CEO.

Qualifications:

Qualified candidates must be familiar with multiple marketing and media applications with a basic understanding of marketing, branding, communications, graphic design (both print and digital) and social

media. A bachelor's degree in communications, public relations, and marketing or related subject areas is required. Candidates should have excellent organizational and communication skills and be familiar with Microsoft Office, working on the Internet, HTML coding and using email routinely. Experience with video production and photography is desired but not required for this position.

The ideal candidate must possess the ability to work independently, with strong written and interpersonal skills, and a high energy level. The ability to work under deadlines and successfully handle multiple priorities and excellent relationship-building skills is a must. Possessing great communication skills including listening and providing feedback is required. Finally, the successful candidate will be able to work in a team environment and contribute to all of the Council's initiatives.

About CDFA:

The Council of Development Finance Agencies is a national association dedicated to the advancement of development finance concerns and interests. CDFA is comprised of the nation's leading and most knowledgeable members of the development finance community representing public, private and non-profit development entities. Members are state, county and municipal development finance agencies and authorities that provide or otherwise support economic development financing programs. The Council was formed in 1982 with the mission to strengthen the efforts of state and local development finance agencies fostering job creation and economic growth. Today, CDFA has one of the strongest voices in the development finance industry. The Council provides a number of avenues for assisting the development finance industry including 14 highly acclaimed training courses, the premier national development finance summit in the country, a weekly finance newsletter, a comprehensive online database of finance resources. Ultimately, CDFA acts as a conduit that links development finance professionals to one another.

The Council of Development Finance Agencies does not discriminate in any manner contrary to law or justice on the basis of race, color, gender, sexual orientation, age, religion, disability, veteran's status or national origin in its programs or activities, including employment, membership, participation and sponsorship.

Submission Info:

Interested candidates should email a cover letter, resume, salary request, writing sample, two portfolio examples (or link to electronic portfolio) and three professional references. Candidates who fail to submit the required materials will not be considered for the position. Submissions should be sent to:

Toby Rittner
President & CEO
Council of Development Finance Agencies
trittner@cdfa.net

The projected starting date for this position is immediately based on finding a qualified candidate. For more information about CDFA, visit www.cdfa.net.