



Manager, Brand Strategy, Marketing & Communications

Status: Full-time, Exempt
Location: Columbus, Ohio
Salary Range: \$55,000 - \$60,000 annually
Start Date: Immediate Hire

The Council of Development Finance Agencies (CDFA at www.cdfa.net) seeks a motivated, well-organized, and energetic individual to fill the position of **Manager, Brand Strategy, Marketing & Communications**. 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.

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

- Be an active community builder inside and outside of the organization.
- Manage media relations and develop contacts with media members, influencers, and community leaders.
- Craft press releases, manage public events, and handle crisis management communications.
- Monitor activity, respond to comments, messages, and other opportunities to engage with existing and potential partners in a timely manner.
- Build positive relationships with all segments of the market invested in the Development Finance space and grow our social media presence in meaningful ways.
- Develop and curate engaging content for social media platforms and community forums.
- Gather community feedback to propose product or service enhancements.
- Manage the marketing calendar and collaborate with other areas to meet deadlines.
- Create language and content for marketing materials, including video, email, web, and print.
- Plan the logistics of marketing video shoots, including locations, talent, and equipment needs.
- Collaborate with stakeholders to define video objectives, key messages, and target audience.
- Edit video footage to create a polished and engaging final product.
- Incorporate graphics, effects, and other visual elements to enhance storytelling.
- Coordinate the quality control review process for all externally released documents.
- Developing content for and managing CDFA's various social media platforms.
- Coordinating collateral material production.
- Identifying opportunities to build the CDFA image and presence at events and speaking engagements.
- Participating in marketing partnerships with related organizations.
- Collaborate with CDFA's Senior Leadership to identify more efficient ways to evaluate and track performance for targeted segments.

Qualifications

Qualified candidates must be familiar with multiple marketing and media applications with a basic understanding of marketing, branding, communications, and social media. Strong writing and proofreading skills are a must. A bachelor's degree in communications, public relations, 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, basic



HTML coding, and using email routinely. Experience with mixed media (photography, design, video production) and interest in staying up to date with the latest developments in the marketing industry is highly desirable.

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 is a must, as are excellent relationship-building skills. 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 CDFA's initiatives.

CDFA is currently a hybrid office in which employees work three per week onsite in our Columbus office and the remaining days from home, during which team meetings and communication are facilitated through online video conferences. As such, candidates must be able to work unsupervised; have reliable internet, email, and phone access (a laptop computer and software will be provided); and have a work space/environment that does not hinder the candidate's ability to perform his/her work and is conducive to having uninterrupted business calls, online meetings, etc.

While performing the functions of this job the employee is continuously required to talk or hear. Must be able to sit for extended periods of time. Frequently look at a computer screen for extended periods of time. Required to stand, walk, and reach with hands and arms.

Benefits

CDFA offers a very generous benefits package, including 10 paid holidays, 15 days of paid vacation, and 10 days of personal leave. Vacation time increases with tenure. CDFA also offers a comprehensive health insurance package with employer contribution and an industry-leading 401(k) investment program with a 4% match. Travel opportunities, creating flexible working schedules, and building a career with expanded responsibilities and advancement are offered in exchange for hard work and dedication.

Submission Criteria

Interested candidates should email a cover letter, resume, salary request, and three professional references. Candidates who fail to submit the required materials will not be considered for the position. Submissions should be sent to:

Human Resources
Council of Development Finance Agencies
100 E. Broad Street, Suite 1200
Columbus, OH 43215
jobs@cdfa.net

The projected starting date for this position is immediately based on finding a qualified candidate. 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.

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 hundreds of 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.



CDFA was formed in 1982 with the mission to strengthen the efforts of state and local development finance agencies fostering job creation and economic growth through the use of tax-exempt and other public-private partnership finance programs. Today, CDFA has one of the strongest voices in the development finance industry. CDFA provides a number of avenues for assisting the development finance industry including education, advocacy, research, resources and networking. CDFA is ultimately the conduit linking development finance professionals together.