



Coordinator, Marketing & Communications

Status: Full-time, Exempt

Location: Columbus, Ohio

Salary Range: \$40,000-50,000 annually

The Council of Development Finance Agencies (CDFA at www.cdfa.net) seeks a motivated, well-organized and energetic individual to fill the position of Coordinator, 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 a talented professional to expand the CDFA brand, social media presence and internal/external communications standards. This position is located in Columbus, OH and reports to the Vice President of the Development & Operations Division.

Working at 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 education, advocacy, research, resources and networking. CDFA is ultimately the conduit linking development finance professionals together.

The CDFA team is a growing and dynamic group focused on building economic prosperity for communities across the country. CDFA offers a very generous benefits package, including 12 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. Opportunities for travel, to create flexible working schedules, and to build a career with expanded responsibilities and advancement are offered in exchange for hard work and dedication.

The CDFA offices are in the heart of downtown Columbus overlooking the Ohio Statehouse. Located in the bustling Gay Street District and steps away from the creative Discovery District, CDFA is surrounded by the work of our members, making it possible to see the direct connection between finance and economic development growth and prosperity. The CDFA team is driven by our core values and is a passionate and mission-driven group dedicated to celebrating victories and individual achievements.



Team building exercises, fun activities, and cooking competitions are part of the everyday routine at CDFA.

For more information about CDFA, visit www.cdfa.net.

Your Role:

The Coordinator, Marketing & Communications 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 Coordinator, Marketing & Communications 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.



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.

Submission Criteria:

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:

Kimberly Deardurff
Vice President
Development & Operations Division
Council of Development Finance Agencies
kdeardurff@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.