



## **POSITION DESCRIPTION**

**JOB TITLE:** Communications and Marketing Manager  
**REPORTS TO:** CEO  
**FLSA:** Exempt  
**DIRECT REPORTS:** 0

**DATE:** 4/2025

### **Position Summary**

The Communications and Marketing Manager develops and implements strategic communication and marketing initiatives across the organization. This role creates compelling content and outreach strategies to position FCLF as the preferred resource for community development project financing, primarily supporting nonprofit entities and investment partnerships. Additionally, the role ensures consistent organizational branding across all channels and platforms.

### **Essential Functions, Duties, and Responsibilities**

- Develop, recommend, and implement branding and marketing strategies and programs promoting FCLF investor and borrower opportunities. Collaborate with all departments to provide marketing and branding support to ensure compliance with FCLF communication and branding standards.
- Develop all external communication materials intended for general brand awareness, applicable to a broad audience, including: the annual report, impact report, storytelling videos and press releases, and other items as appropriate. Increase media exposure for FCLF community development projects and project sponsor organizations.
- Develop effective FCLF marketing communication materials to disseminate information on specific FCLF programs intended for target audience segments such as investors, supporters, elected officials, policy makers, and borrowers/nonprofit organizations. Develop staff presentations and collateral materials.
- Oversee FCLF website to ensure alignment with branding strategies and strategic goals. Coordinate with external web development contractor(s) on software updates, design changes, budgets and timelines. Create and publish regular content updates highlighting FCLF activities, success stories, and investor opportunities. Monitor site performance using Google Analytics and other tools, leveraging data insights to guide enhancements and future updates.
- Develop and implement a strategic social media and email newsletter plan to enhance brand awareness and increase audience engagement. Create and manage timely, relevant content across platforms, monitoring audience interactions and performance using analytics tools. Regularly evaluate emerging social media platforms to assess their strategic value and potential for reaching and engaging FCLF's digital audience.
- Manage the selection of and attendance at conferences and other events, oversee event logistics, booth set-up and promotional giveaways to maximize brand visibility and engagement. Coordinate and facilitate FCLF staff attendance at external events. Proactively identify opportunities for staff participation to showcase organizational expertise, highlight key development projects, build strategic relationships, and promote community development resources.



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- Collaborate with community organizations and partners to plan and execute events where FCLF is a key contributor and valued partner. Manage invitations, set-up, speakers, presentations, and brand promotion to increase awareness of FCLF offerings and further our mission, while maximizing exposure.
- Generally support brand awareness for the broader CDFI industry and support efforts to increase the visibility of the community and economic development ecosystem in the state of Florida.

## **Knowledge, Skills and Abilities**

- A creative thinker with the ability to engage stakeholders with compelling storytelling while remaining concise, consistently fact checking, and ensuring accuracy.
- Exceptional organizational and time management skills to effectively meet deadlines and control large quantities of data.
- Ability to communicate effectively, accurately, and concisely to ensure efficient productivity throughout the workflow process.
- Ability to act with integrity, professionalism, and confidentiality.
- Ability to engage in effective and respectful collaboration with colleagues to formulate workable solutions to organizational communication and marketing issues.
- Ability to prioritize tasks, organize resources, navigate and adapt to changing circumstances to meet deadlines.
- Ability to interpret financial and impact data to prepare the annual report, create press releases and develop marketing materials.
- Skilled in engaging with diverse audiences at trade shows and events, with the confidence to deliver presentations to various groups, including the Board of Directors.
- Strong technical skills and proficiency in both standard and customized software applications including MS Office Suite, and Adobe Creative Suite (Photoshop, Illustrator, Acrobat, and InDesign).

## **Education and Experience**

- Bachelor's degree in Communications, Marketing, English, or a related field.
- Minimum of 3-5 years as a Communication Generalist.
- Experience with a nonprofit organization or community development is preferred.
- Familiarity with the CDFI industry considered a plus.



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### **Physical Requirements**

- Light sedentary office work.
- Prolonged periods of sitting at a desk and working on a computer.
- Ability to travel domestically.

This job description is not designed to cover or contain a comprehensive listing of activities, duties, functions, or responsibilities that are required of the employee. Duties, responsibilities, functions, and activities may be modified, changed, or new ones may be assigned at any time with or without notice, subject to all applicable local, state, and federal laws.