



JOB DESCRIPTION

Job Title: Marketing and Communications Director

Reports to: President/CEO

Salary Grade: 10

FLSA Status: Exempt

Location: Raleigh Main Office/Hybrid Remote (Based in North Carolina)

Revised: July 2021

Who we are: Carolina Small Business Development Fund (CSBDF) is a nonprofit and certified community development financial institution (CDFI). We are passionate and committed to providing support to small businesses across the state. Our Mission is to foster economic development in underserved communities by providing capital, business services, and policy research to support small businesses. CSBDF provides assistance to small business in four major ways: as a partner, as a trusted guide, as an advocate for small businesses, and as an accessible funding source. Our work supports our vision to create economic opportunity for all people.

Nature of Work: The Marketing and Communication Director is responsible for the development and implementation of CSBDF's marketing and communications strategy for the overall organization. This role will provide communication support to the President/CEO, its Board of Directions and CSBDF's functional teams: Lending, WWBC program, Business Solutions, and Policy and Research. The Director will work to enhance the visibility and reputation of the organization and cultivate positive publicity through use of marketing collateral, the website, social media, newsletters, publications, and other tactics, as appropriate. The Director will collaborate with functional teams to increase awareness of all CSBDF programs and workshops, and to build and strengthen partnerships with community partners/organizations. The ideal leader will have a passion for storytelling, experience with marketing to multiple diverse stakeholder audiences, and have a strong network for media contacts/relationships.

Supervision Received/Exercised: Works under the general supervision of the President/CEO and may have direct reports.

Essential Job Functions: *The following duties ARE NOT intended to serve as a comprehensive list of all duties performed by all employees in this classification. Shown are duties intended to provide a representative summary of the major duties and responsibilities. Incumbent(s) may not be required to perform all duties listed and may be required to perform additional, position-specific duties.*

Marketing Programmatic Functional Area:

- Supports the CEO/President as the face and voice of the organization.
- Directs the planning, development and implementation of organization-wide marketing strategies, communications, and public relations activities, both external and internal.
- Oversees the development, design, distribution, and maintenance of high-quality print and electronic collateral including, but not limited to annual report, brochures, presentations, newsletters, research reports/briefs, and other collateral material as needed.



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- Serves and collaborates with the leadership team, including working with Human Resources to order marketing materials for the main and satellite offices.
- Coordinates on a regular cadence with each functional area at CSBDF. Collaborates with other functions within the organization to provide marketing and promotions for events. Reviews materials for messaging and brand consistency, as needed.
- Develops and implements a comprehensive (internal and external) marketing strategy that supports CSBDF's core brand messages and increases awareness of the organization throughout North Carolina.
- Oversees the use of the brand story, assets, and style guides. Ensures consistency of the brand with collaboration from subject matter experts internally. Acts as the organization's brand standards manager, which includes ensuring staff understand how to apply brand standards in a consistent manner.
- Develops compelling narratives, key programmatic messages, data-driven impact stories, and strategic communication strategies for CSBDF's audiences.
- Develops relationships with and provides press releases to the media to provide newsworthy stories that will tell the Dreamcatcher story to the community.
- Serves as main spokesperson, along with the President, for all external communications.
- Guides marketing, social media, and communication activities of staff.
- Provides oversight and leadership to CSBDF and WWBC website by directing website content (including regular news updates) and video collateral. In addition, utilizes web-based marketing strategies to increase the online presence for the organization including the effective use of social media sites and search engine optimization (SEO) for the website.
- Works closely with the Business Solutions team to generate and nurture leads.
- Leads projects as assigned, such as cause-related marketing for signature (WWBC Annual Conference, Hispanic Heritage, BEW, CSBDF Annual award) and special events
- Perform other duties as assigned.

Qualifications:

Experience:

- Bachelor's Degree in Business Marketing, Public Relations, Marketing, Communications or relevant field.
- Minimum 7 years of experience in marketing and communications.
- Programmatic and project management experience.
- Experience working with small businesses and entrepreneurs is highly desirable.
- Experience in marketing within a nonprofit and CDFI context, including stakeholder/funder communications, is highly desirable.
- Any combination of experience and training that can be considered equivalent to the education preference.
- Preference for a bilingual communicator both verbally and written for English and Spanish.

Knowledge:

- Knowledge of effective writing, speaking, photography, and videography.
- Knowledge of how to execute written communication strategies to support development staff's grant writing efforts
- Knowledge of grant writing and fundraising.



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- Appreciation and understanding of the needs of underserved entrepreneurial communities, including: minority-owned, women-owned, veteran-owned, and low income owned small businesses.
- A fluency in the following software applications is highly desirable: Wix, MailChimp, Blackbaud Pushpage; design software such as the Adobe Creative Suite and Canva; video editing software such as WeVideo and Premiere Pro; G Suite, and Microsoft Office. Familiarity with using CRM systems like Salesforce to track case studies and signing of marketing release is a plus.

Skills/Abilities:

- Exceptional public speaking and relationship building skills.
- Strong communication, organization, and detail orientation skills.
- Maintains confidentiality in processing sensitive client information using discretion and tact.
- Supports a quality credit culture and operates within a team-based lateral organization structure.
- Maintains and supports a shared collaborative team culture in person and virtually.
- Ability to meet reasonable deadlines and prioritization of workflow within a changing and fast paced work environment.
- Ability to quickly toggle between working on strategic marketing/communications needs and day-day tasks.
- Tenacious problem solver.

Physical Demands:

Work is principally sedentary but may involve some physical exertion during the course of normal work activities, and travel to meetings, conferences or workshops in other cities. As an exempt employee, extended hours may be required on a frequent basis.

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Work Environment:

Work involves the normal risks or discomfort associated with a standard office environment and is usually in an area that is adequately heated, lighted and ventilated. Employee must be able to travel outside of the office within North Carolina state lines for meetings, conferences, and other job-related commitments. From time to time employee will be expected to hold training events, attend community events, attend out-of-town conferences and represent the organization in addition to the normal business schedule.

Compensation:

We offer a competitive salary that depends on prior experience. Our benefits package includes Medical, Dental, Vision, Short Term Disability, Long Term Disability, 401k Account with employer match, plus generous vacation and sick time.

The job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.