



**JOB ANNOUNCEMENT
Chief Marketing Officer
(Full Time/Exempt)**

Organizational Overview:

Opportunity Fund was founded on the principle that a little seed money and the right financial advice can drive permanent and lasting change in the lives of Californians. As California's largest microfinance provider, and a national leader in the microfinance movement, Opportunity Fund has helped thousands of people make basic yet transformative changes in their economic well-being. By offering microloans to aspiring entrepreneurs, and savings incentives to families and prospective college students, we provide the essential boost to empower individuals to reimagine their futures.

Certified by the U.S. Treasury, Opportunity Fund has a staff of 100+ and offices in San Jose, San Francisco and Los Angeles. Since making our first loan in 1995, our team has deployed over \$550 million into low-income communities—and we are just getting started. Our vision is that all Californians have access to empowering financial products to improve their lives. To achieve this vision, Opportunity Fund seeks new members for our team who believe strongly in bringing economic opportunity within reach to everyone in our state.

Position Summary:

Reporting to the CEO, the Chief Marketing Officer is pivotal to the success of Opportunity Fund. This individual will direct all marketing and branding efforts across the United States with the goals of building the Opportunity Fund brand, growing awareness of the organization and its mission, segmenting and appealing to our various stakeholders and target audiences, attracting appropriate loan applicants, and assisting development in increasing fundraising revenue. The ideal candidate will possess demonstrated marketing expertise, a track record of generating results with a lean budget, the ability to scale an organization, and to create innovative, effective and cost-effective marketing programs.

Key Responsibilities:

Planning and Strategy

- Spearhead the creation of a marketing strategy that dovetails into the organization's long-term strategic plan
- Pioneer and implement measurable strategies that will drive hard revenue goals and increase awareness at the state and national levels
- Conduct research and/or synthesize the demographics and other characteristics of our intended target audiences
- Create a solid plan and accompanying budget to reach each target audience, including value proposition development
- Set metrics and goals for each area within marketing against which team members and the department can be measured

- Articulate the marketing strategy to key stakeholders – executive team, institutional and large individual donors, partners, and board members – as well as to members of the marketing team to ensure they're able to execute against it

Brand Building and Storytelling

- Complete a brand refresh for Opportunity Fund, possibly including but not limited to corporate identity, web presence, printed materials and organization voice
- Be the “keeper of the brand,” ensuring that all material adheres to organizational standards for consistency, relevance, design and voice
- Hone the Opportunity Fund story, tailoring it for each target audience/ persona
- Lead and drive marketing communications, ensuring that clear and powerful messages about the organization, brand and value proposition can be presented to each target audience, as well as via PR and social media
- Build and leverage connections to ensure that influencers within our various target audiences amplify our work

Program Creation and Execution

- Create innovative and inspiring integrated marketing programs for all target audiences in keeping with the organization vision
- Segment the target audience, communicate the differences among them to all employees, and develop messaging and tactics for each
- Improve awareness of Opportunity Fund and our mission via public relations, social media, partnerships, contributed articles, content and email marketing, events, advertising and more
- Seek out new promotional avenues to support fundraising and program objectives
- Work with the lending team to ensure all marketing goals, strategies and campaigns are aligned with lending team goals
- Support the work of Opportunity Fund’s policy and research group through awareness, visibility and interaction, with the goal of inciting action
- Support the work of Opportunity Fund’s investor relations group through awareness, visibility and interaction, with the goal of attracting and upgrading institutional and individual investors
- In collaboration with Opportunity Fund’s Chief Development Officer, identify new donor market segments; work with the fundraising team to ensure all marketing goals, strategies and campaigns are aligned with fundraising team goals
- Improve and upgrade the organization’s web presence through a new website, expanded SEO, content marketing and contributed content
- Find, develop and leverage supporters who have time, money, expertise and connections; supporters include donors, partners, in-kind supporters, “celebrity” ambassadors, etc.
- Execute innovative stakeholder communications strategies to educate and inform current supporters about activities and accomplishments
- Design a donor communications plan that motivates supporters to move up the giving ladder, increasing their level of support over time
- Execute CRM initiatives that build our database, ensure its accuracy, and increase interaction and loyalty

Hiring and Employee Development

- Develop overall organizational capacity within marketing, including hiring additional team members, as needed
- Cultivate the team members in place with ongoing education, potential for advancement, and rising challenges

Preferred Qualifications (Must Have Prioritized):

- Ten years or more experience in marketing strategy, brand management, communications, and customer acquisition
- Proven national brand “expansion” for a non-profit or for-profit organization
- Demonstrated excellent communication skills communicating complex ideas to various audiences both written and verbal.
- Track record of managing a growing organization, with a particular emphasis on coaching, inspiring and leading
- Ability to work collaboratively, yet possessing a decisive streak to avoid indecision and accompanying inaction
- Proven leader in change management
- Experience with all current marketing tools and techniques, including but not limited to CRM, digital marketing, content marketing, PR, social media, and a strong reliance on metrics
- Proven track record measuring the impact of marketing in fundraising and financial services
- Familiarity with financial services products is highly desirable
- Familiarity with cause marketing highly desirable
- A commitment to mission-driven organizations and unabashed enthusiasm for the services Opportunity Fund offers and its varied target audiences

Compensation and Benefits:

- Base salary, dependent on experience with incentive for exceeding goals
- Medical, Dental, Vision, Life & Disability coverage 100% company funded for employees. Family coverage also available.
- Tax deferred 403(B) retirement plan (some employer contribution)
- Paid vacation (increased with tenure), holiday and sick leave days.

Location

Position will be located at Opportunity Fund’s San Jose or San Francisco office.

To Apply:

Interested candidates should email a resume and thoughtful cover letter to jobs@opportunityfund.org including how you heard about the position and “Chief Marketing Officer” in the subject line.

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