



JOB ANNOUNCEMENT

Marcom Director (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 hardworking people in California and beyond. As California's largest non-profit 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 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 over 100 and offices in San Jose, San Francisco and Los Angeles. Since making our first loan in 1995, our team has deployed over \$600 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 and the greater U.S.

The position:

The MarCom Director oversees Opportunity Fund's communications strategy and is responsible for generating external brand awareness. The ideal candidate must have a strong background in communications, content strategy and development, and people management. This position is ideal for an existing nonprofit professional, or a mission-driven individual from the for-profit sector who thrives on seeing societal impact from their work.

The Marcom Director is responsible for generating positive awareness and exposure in local, statewide, and national markets (we're geographically expanding!), and supporting the development and loan sales teams with on-message tools and material. The position requires demonstrated proficiency with brand management, content management, media relations, marcom execution, and project management, as well as knowledge of numerous target audiences, from individual donors, corporations, foundations, investors, and policymakers, to small business owners seeking to take out loans.

The position supervises a team of three: Events Manager, Marcom Specialist, and Content Writer. The Marcom Director reports to the Chief Marketing Officer and works closely and collaboratively with other teams, including Small Business Lending, Development, Policy and Evaluation, Compliance, and Finance. The position works with others on the marketing team who are focused on nurturing and driving qualified donor and small borrower leads and stewarding them post-donation or loan.

You will:

Strategy

- Work with the CMO to translate market research findings, industry data, and other insights into messaging
- Be the keeper of our image, ensuring all teams are properly equipped to use Opportunity Fund's brand and voice
- Work with the executive team to match communications strategies with organizational strategies and objectives, including Development, Small Business Lending, and Policy and Evaluation

Content

- Drive content topics and create a regularly updated editorial calendar, taking into account business objectives, timing, and team capacity
- Manage an internal and supplemental external writers across social media, emails, blog posts, reports, e-books, web pages, speeches and more
- Keep the website up-to-date with regular copy, content, and SEO changes; work with others in the organization to test different aspects of the site to improve lead gen/conversion such as calls-to-action, headlines, buttons, and colors

Marcom & Events

- Create new development and sales tools in the form of blog posts, collateral, research reports, e-books, webinars, calculators, videos and more
- Apply brand standards and voice to all new material
- Conceive of and execute events, primarily for fundraising purposes

Public Relations

- Serve as the primary point-of-contact for all inbound press inquiries
- Manage an external PR agency to on-target, on-strategy, on-budget execution

Management

- Supervise the work of the Marcom team to ensure proper implementation and management of set strategies
- Work with and supervise numerous external contractors, including providing overall goals, scoping and contracting projects, and supervising the work
- Create and manage the Marcom budget, ensuring timely and accurate projections and accounting

You have:

- 7+ years relevant experience (content, communications, and PR; fundraising experience a plus)
- Financial services experience, while not required, is a strong plus
- Experience forming, growing and managing a team
- Superior technical writing skills are a must, including web, social, solicitation, persuasion, presentation, live scripts, and research
- Excellent ability to work across functional teams and build confidence and rapport throughout the organization

- Cultural competence and understanding of Opportunity Fund’s mission and client populations. Spanish fluency a plus
- Ability to take complex business ideas and formulate compelling, human-centered narratives
- Willingness to travel to Los Angeles 1-2 times per year and out-of-state 1-2 times per year

Perks & Benefits:

Our mission is what motivates us to come to work each day. We know that happy employees are productive employees, which is why we offer a comprehensive benefits package that includes:

- Competitive salary commensurate with experience.
- An environment that values work-life balance.
- 100% company-funded Medical, Dental, Vision, Life & Disability coverage for employees. Family coverage also available.
- Tax deferred 403(B) retirement plan with employer contribution.
- Paid vacation (increased with tenure), holiday, sick, and family leave days.
- Company fun days (BBQs, holiday parties, etc), group activities (potlucks, happy hours, etc), and monthly free lunches.
- Professional development budget for every employee.
- Public transportation or paid parking benefit (dependent on location).

Location

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

To Apply:

Interested candidates, please email a resume and thoughtful cover letter to jobs@opportunityfund.org including how you heard about this position and include “Marcom Director” in the subject line.

Opportunity Fund is an Equal Opportunity Employer. www.opportunityfund.org
Diverse candidates are encouraged to apply.