LOW INCOME INVESTMENT FUND (LIIF)

Vice President of Strategic Communications

Location: San Francisco, Los Angeles, New York, Washington DC, or Atlanta
Reports to: Chief Strategy Officer
Exempt classification: Exempt
Status: Regular, full-time

POSITION SUMMARY: The VP of Strategic Communications has leadership responsibility for LIIF’s influence strategy, in line with the new strategic plan, and comprised of the Communications and Policy teams. The VP of Strategic Communications will work closely with LIIF’s Chief Strategy Officer, Executive team, Board, and Strategic Plan Core team to showcase LIIF’s work, leadership, and perspectives as a CDFI particularly in the areas of housing, early care & education, and impact in lending; with racial equity at the center. The VP of Strategic Communications will be responsible for strengthening and leading all aspects of the organizational communications strategy and advocacy partnerships. The VP of Strategic Communications will collaborate as a member of the Strategy, Development, & Public Affairs team.

THE COMPANY: The Low Income Investment Fund (LIIF) is a leading national non-profit community development financial institution (CDFI). With headquarters in San Francisco and offices in Los Angeles, New York and Washington D.C., LIIF’s community investments target the nations’ most in need communities. We build healthy communities by bridging the gap between private capital markets and low-income neighborhoods to support affordable housing, childcare, education and other community initiatives.

REPORTING RESPONSIBILITIES: The VP of Strategic Communications supervises 2 Communications staff, and 1 Policy Officer. The VP of Strategic Communications reports directly to the Chief Strategy Officer.

CORE RESPONSIBILITIES:

- Lead all facets of communications and influence strategies
- Enhance existing communications and influence platforms and strategies
- Collaborate with CSO and other senior leaders to showcase organizational and executive voice
- Maintain communications and advocacy calendar, and build in key media placements, speaking engagements, and other field thought leadership opportunities
Serve as executive editor of LIIF website, social media, newsletters, and all other publications
Oversee creation and deployment of LIIF annual impact report
Work closely with Fundraising team to craft compelling storytelling of LIIF’s investments and programming
Synthesize LIIF’s perspectives for advocacy, fundraising, and other advancement
Screen and serve as first contact for all media inquiries; coordinate response with other stakeholders
Lead public relations work, including advocacy coalition memberships and partnerships
Lead LIIF public commentary on legislation, and other advocacy stances
Lead LIIF representation for legislative meetings and testimony
Lead LIIF publication calendar; including, but not limited to: blogs, research papers, op-eds
Keep LIIF leaders abreast of policy activity, particularly relating to housing, early care education, relevant tax credit law, and CRA
Collaborate across the organization to lead and support influence agendas, including advocating for more resources, equitable policies, and showcase LIIF as field leader and partner
Supervise Strategic Communications team

SKILLS REQUIRED:

- Demonstrated commitment to LIIF’s mission and vision
- Ability to support and guide Executive leadership
- Self-starter who can lead across levels of responsibility and organization
- PR, websites, digital, blogs, thought leadership, multi-media
- Ability to synthesize and communicate LIIF strategic perspectives to position LIIF as leader in the field & garners support for LIIF priorities
- Ability to understand and autonomously showcase various LIIF leadership Communication styles & voices
- Ability to tell LIIF’s story, theory of change, & impact to generate support – political, fundraising, thought leadership
- Strong ability to partner and co-publish
- Ability to obtain LIIF placements via top media outlets
- Ability to lead & supervise staff and consultants
- Ability to support LIIF Executive team and other representatives for impactful external communications
- Excellent editing, writing, and verbal communications skills
- Strong technology literacy, including Microsoft suite and other design platforms
- Formal media training, a plus
EXPERIENCE AND OTHER REQUIREMENTS:

- 7-10 years Communications & Influence experience
- Lived experience in communities of color & other communities facing systemic inequities
- Experience with racial equity & community development communications & advocacy (housing, ECE, and/or lending preferred)
- Political campaigns, a plus
- Multilingual, a plus

How to Apply:

If you are interested in applying to the Low Income Investment Fund, Please e-mail cover letter and resume to:

Low Income Investment Fund
Attn. Human Resources
49 Stevenson Street, Suite 300
San Francisco, CA 94105

E: careers@liifund.org

No phone calls or other LIIF email addresses please.
Only candidates being considered for a position will be contacted.

LIIF’s Social Justice and Equity Statement

Social justice and equity are a lens, a value, a process and an outcome we seek to achieve. Achieving equity and justice requires an inclusive approach, empowering people, connecting with communities and transforming the systems that allocate power and resources in order to create communities where all people have equitable access to opportunity.

LIIF’s mission is poverty alleviation. Our impact pathways and program strategies are guided by a North Star, which holds that all people, no matter the circumstances of their birth, should have a chance to contribute their full potential to our nation’s well-being and to participate in our prosperity. We seek to use LIIF’s resources, programs, partnerships and collective voice toward this end