



LOW INCOME INVESTMENT FUND
STRATEGIC COMMUNICATIONS MANAGER

Location: New York, NY, Atlanta, GA, San Francisco, CA, Washington, D.C., or Los Angeles, CA

Reports to: VP of Strategic Communications

Exempt classification: Non-Exempt

Status: Regular, full-time

THE COMPANY:

The Low Income Investment Fund is a non-profit community development financial institution that mobilizes capital and partners to achieve opportunity, equity and wellbeing for people and communities. LIIF innovates financial solutions that center racial equity to create more equitable outcomes for all by building and preserving affordable homes, quality educational opportunities from early childhood through higher education, health clinics, healthy food retail and community facilities. In this way, LIIF provides a bridge between private capital markets and communities. LIIF's headquarters is in San Francisco and has offices in Los Angeles, New York, Atlanta, and Washington D.C.

POSITION SUMMARY:

The Strategic Communication Manager (SCM) works within the Strategic Communications team to manage and execute Low Income Investment Fund's (LIIF) influence strategy. In this role, the person will work closely with the Vice President of Strategic Communications (VPSC), Director of Special Projects (DSP) and Policy Manager (PM). The SCM will work within this team to establish the perspective of a high-performing nonprofit organization that sits at the center of social change and finance. The SCM will work independently with regional and programmatic teams to develop strategies and plans that advance LIIF's mission and vision at a regional and national level. The SCM will oversee critical corporate communications projects from concept through dissemination.

This person should have a strong background in issues management, media relations, content development, a passion equitable social change and a strong ability to gather and synthesize information from a range of sources. The SCM will be responsible for developing and managing campaigns that communicate LIIF's key messages to a wide array of stakeholders from the public, private and philanthropic sectors. The SCM must be able to develop strong relationships and work collaboratively with LIIF staff across the organization and with external partners.



Essential Functions:

Content Development & Digital Strategy

- Manage the production of high-profile publications and communications materials, including but not limited to the annual report, thought pieces, email marketing, and other public communications
- Lead the planning and production of LIIF's annual report, including identifying key projects and/or initiatives to highlight; writing thought leadership and feature pieces; managing creative vendors; manage the budget and timeline; manage external and internal promotion of finished piece
- Develop branded materials that highlight LIIF's work and articulates the organization's perspective in the sector that staff can utilize when interacting with various stakeholders
- Manage and develop engaging content for LIIF's owned channels, such as blog and website to raise LIIF's profile as a thought leader and influencer in the community development field
- Develop and execute a strategy for LIIF's digital presence that advances the organization's broader strategic objectives
- Manage LIIF's email marketing by working with team and LIIF staff to showcase relevant content
- Work with the PM to manage LIIF's editorial and social media calendars to ensure the organization is amplifying content that highlights its work and commitments

Public Relations

- Work with team to develop integrated communications plans that highlight key projects and initiatives that align with LIIF's mission and vision.
- Contribute to the development and management of external profiles of key subject matter experts
- Manage robust media lists that include contacts from trade and top tier outlets
- Cultivate strong relationships with reporters from target outlets
- Pitch subject matter experts and announcements to target outlets.
- Contribute to the development and management of key messages for staff and leadership
- Develop messaging prep materials for subject matter experts for events and/or interviews
- Support LIIF's various practice groups with corporate marketing and communications projects as required
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- Support VPSC with identifying potential partnerships with organizations that align and/or support LIIF's commitments
- Identify and manage speaking opportunities for subject matter experts

Regional & Programmatic Communications

- Support regional and programmatic leads by developing integrated communications plans that raise LIIF's profile at a local level
- Curate materials that are relevant to regional stakeholders that align with LIIF's mission and commitments, raises the organization's profile and promotes capital products, programs and initiatives
- Within assigned Regional and Program areas, lead key communications activities, including crafting and distribution of relevant email, marketing materials, ads and social media messages and talking points/collateral for events

Reporting & Analytics

- Capture engagement metrics of Annual Impact Report
- Develop and manage reports that highlight LIIF's brand growth
- Track brand mentions and develop clip reports to be shared internally
- Develop and manage reports that detail LIIF's digital presence and reach
- Develop quarterly external performance reports for use at Board meetings

Supervisory Responsibilities

- The SCM may be responsible for supervising the Strategic Communications Officer and seasonal interns

Other Functions:

Other duties as assigned.

SKILLS REQUIRED:

The successful candidate will be energetic, have strong organizational, project management and time management skills. Must be a self-starter and have excellent interpersonal and communication skills. This position requires strong written and oral communications skills, good eye for design, media relations experience and strong background in issues or public affairs management. Knowledge of affordable housing, early child care and education and equitable community development is helpful. Demonstrated proficiency in Microsoft Office products,



databases, website CMS, media monitoring tools, image editing, social media and digital communications strategies required. Must have strong customer service skills and the ability to work within a team environment. In addition, the position requires a high degree of self-motivation, dedication, creativity, and perseverance.

EDUCATIONAL AND OTHER REQUIREMENTS:

Bachelor's degree in journalism and/or public relations and minimum of 3 to 5 years of related work experience is required. Advanced degrees welcomed.

HOW TO APPLY:

Forward cover letter with resume to:
Human Resources at careers@liifund.org
Subject line: Strategic Communications Manager

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

LIIF, an EOE (Equal Opportunity Employer), believes that diversity ensures excellence. All qualified applicants will receive consideration for employment without regard to race, color, religion, sexual orientation, gender, or national origin. Candidates of diverse background and with diverse experience are strongly encouraged to apply for this position.

Notice to Third Party Recruitment Agencies:

Please note that Low Income Investment Fund does not accept unsolicited resumes from recruiters or employment agencies. In the absence of an executed Recruitment Services Agreement, there will be no obligation to any referral compensation or recruiter fee. In the event a recruiter or agency submits a resume or candidate without an agreement Low Income Investment Fund shall explicitly reserve the right to pursue and hire those candidate(s) without any financial obligation to the recruiter or agency. Any unsolicited resumes, including those submitted to hiring managers, shall be deemed the property of Low Income Investment Fund.

We do not accept unsolicited phone calls.