



LOW INCOME INVESTMENT FUND

Strategic Communications Officer

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

Reports to: Strategic Communications Manager and Policy Manager

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 well-being 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 Officer (Officer) is a core member of LIIF's dynamic strategic communications team, which manages LIIF's external affairs activity and includes the VP of Strategic Communications (VPSC), Director of Special Projects (DSP), Strategic Communications Manager (SCM) and Policy Manager (PM). The Officer will work within this team to help execute LIIF's influence strategy through content development, legislative research and monitoring, media monitoring and report building. The Officer will support the team as they execute an external strategy centering racial equity for a high-performing nonprofit organization that sits at the center of social change and finance.

The role will be dedicated to three primary focus areas for LIIF

- 50% dedicated to LIIF's early child care and education
- 25% dedicated to National Affordable Housing Trust's (NAHT)
- 25% dedicated to LIIF's affordable housing/community development

This person must be creative, forward-thinking, responsive and adept at gathering and synthesizing information from a range of sources. The Officer should have a strong interest in the work it takes to develop and support public affair efforts in the affordable housing, early child care and education and equitable community development space. The Officer must be able to multi-task, manage deadlines and develop strong relationships and work collaboratively with LIIF staff across the organization.



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Essential Functions:

Content Development & Digital Strategy

- Responsible for content creation highlighting LIIF's early child care and education work and advocacy, NAHT and LIIF's affordable housing and community development work and advocacy
- Contribute to high-profile publications and communications materials by drafting written content, including but not limited to the annual report, thought pieces, white papers, email marketing, and other public communications
- Support the planning and production of LIIF's annual report, including writing content highlighting key projects/initiatives; drafting and outlining thought leadership and feature pieces; researching creative vendors; executing external and internal promotion of finished piece.
- Drafting and outlining branded materials that highlight LIIF's work and articulates the organization's perspective in the sector
- Draft public comment letters and policy and advocacy materials
- Summarize congressional hearings and other policy-related events
- Create and maintain 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.
- Execute LIIF's digital strategy through content development and design
- Draft and outline content for LIIF's email marketing
- Contribute to and maintain the team's editorial and social media calendars to ensure the organization is amplifying content that highlights its work and commitments.

External Relations

- Support and execute communications plans that showcase key projects and initiatives
- Research and build robust media lists that include contacts from trade and top tier outlets
- Maintain and contribute to messaging materials for staff and leadership
- Manage and track external speaking opportunities featuring LIIF leadership
- Manage and track external partnerships
- Support relationship-building meetings with public officials
- Manage and track potential advocacy partners

Regional & Programmatic Communications

- Support regional and programmatic initiatives by drafting materials that raise LIIF's profile at a local level
- Manage branded materials regional and programmatic leads may need for events or key communication activities

Reporting & Analytics

- Capture engagement metrics of Annual Impact Report
- Develop reports that highlight LIIF's brand growth
- Develop clip reports to be shared internally
- Develop reports detailing LIIF's digital presence and reach



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- Contribute to quarterly performance reports for use in leadership meetings

Other Functions:

Other duties as assigned.

SKILLS REQUIRED:

The successful candidate will be energetic, have strong organizational, 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 and a good eye for design. Interest in media relations and in issues or public affairs management is encouraged. The person must have a passion for equitable social change. Demonstrated proficiency in Microsoft Office products, databases, website CMS, media monitoring tools, image editing, digital media tools 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, public relations, public policy, political science and/or urban planning and minimum of 2 to 3 years of related work experience is required.

HOW TO APPLY:

Please apply with Resume and Cover Letter via our recruitment portal:

https://workforcenow.adp.com/mascsr/default/mdf/recruitment/recruitment.html?cid=cb73ca7c-d700-429b-a6ab-bf50165187ec&ccId=19000101_000001&lang=en_US

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. 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.