



**Strengthening
nonprofits and
the communities
they serve.**

Sharing a mission of change
SINCE 1988 CELEBRATING 30 YEARS

Illinois

333 South Wabash Ave.
Suite 2800
Chicago, IL 60604
312 629 0060

Indiana

The Platform
202 East Market St.
Indianapolis, IN 46204
317 860 6900

Michigan

3011 West Grand Blvd.
Suite 1715
Detroit, MI 48202
313 309 7825

Missouri

911 Washington Ave.
Suite 203
St. Louis, MO 63101
314 588 8840

3105 Gillham Road
Kansas City, MO 64109
816 335 4200

Ohio

500 South Front St.
Suite 125
Columbus, OH 43215
614 484 1811

Wisconsin

215 North Water St.
Suite 225
Milwaukee, WI 53202
414 563 1100

IFF

Position Description

Title:	Marketing Manager
Reports to:	SVP, Capital Solutions
Department:	Capital Solutions
Department Function:	Maintain a program of below-market lending to targeted nonprofits throughout the Midwest; design programs to assist the target market obtain loans and needed financial assistance; develop a successful New Markets Tax Credit program that consistently achieves new allocations while developing a pipeline that successfully deploys NMTCs across multiple geographies and sectors; develop a successful program that includes providing financial consulting for NMTCs and other financial resources to support other nonprofit organizations; maintain financial planning data; design and implement special projects to assist the target market.

The Organization

IFF improves the world by strengthening nonprofits and the communities they serve. As a mission-driven lender, real estate consultant, and developer, IFF helps communities thrive by creating opportunities for low-income communities and persons with disabilities. Key to our success has been a deep sense of purpose, a broad perspective, and a relentless focus on achieving positive results. Across the Midwest, we help clients from every sector, including human service agencies, health centers, schools, affordable housing developers, and grocery stores. Staff contributes its extensive business experience with an unrivaled connection to the mission of IFF and the nonprofit clients it serves.



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IFF is looking for candidates with a commitment to the work it does and can demonstrate their creativity, detail-orientation, diligence, efficiency, enthusiasm, flexibility, organization, thoughtfulness, and sense of humor.

Our staff of nearly 100 professionals works from our Chicago headquarters, and we also serve the Midwest from six regional offices: Indianapolis, IN; Detroit, MI; Kansas City, MO; St. Louis, MO; Columbus, OH; and Milwaukee, WI.

Basic Job Function

Assist with the design and implementation of marketing strategies to connect nonprofit corporations to IFF products and services throughout IFF's service area.

Job Duties and Responsibilities:

1. Work to develop and implement a marketing plan, aligned with individual geographic Market Plans and a Marketing Strategy that will be developed annually, to primarily support Core Business Solutions. Demonstrate impact of marketing activities in achieving loan and real estate production goals.
 - a. Develop and execute marketing campaigns for targeted segments leading to IFF business; current and prospective clients, referral sources, and influencers. Identify new opportunities for sales targets through research and segmentation. Work with Communications to incorporate IFF brand and messaging into marketing and business development presentation content.
 - b. Develop sustainable marketing process/structure to capitalize on external market opportunities, working with internal colleagues as appropriate. Document process, execute as opportunities arise, measure outcomes, and refine process accordingly.
 - c. Complete regular strategic market research and share information affecting business development strategy, including specific support for regional offices and identification of new key influencers/stakeholders.



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- d. Use content marketing strategically to help maintain top of mind awareness. Explore various ways to connect nonprofit corporations to IFF products and services.
2. Work with Communications to maintain core suite of updated program/product collateral that is consistent with IFF brand collateral and messaging.
3. Work with Data Management and Administrative Assistant to administer Loan and RES data collection, including analysis and reporting on customer satisfaction surveys, thank you letters, and other targeted letter programs. Maintain referral source data. Make recommendations based on results.
4. Support external marketing elements of IFF colleagues' roles and initiatives.
5. Perform other duties as assigned.

Performance Measures:

1. The number of loans, by geographic market, is increased through new marketing activities, including new relationships and partnerships, and the use of targeted market data and follow-up activities.
2. Marketing plan targets (per geographic Market Plans) for awareness building, lead generation and prospective client activities are met as defined by annual plan.
3. Program/product collateral is developed according to strategy and updated regularly.
4. Outcome tracking mechanisms are designed and implemented to continually test the success of marketing activities.
5. Other IFF staff receives appropriate support for marketing activities; other staff is used appropriately in all marketing activities.



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6. Cultivates a culture of openness in information sharing. Encourages open communication, cooperation, and the sharing of knowledge.
7. Models personal accountability that promotes ownership and engagement.
8. Builds and maintains effective working relationships with colleagues, peers and team members.
9. Values and supports differences in others, contributing to an inclusive work environment. Demonstrates the ability and willingness to communicate effectively with people of diverse backgrounds and experiences to create a collaborative, collegial, and caring community.
10. High level of satisfaction with both internal colleagues and external contacts.

Position Qualifications:

Education: Bachelor's Degree. Emphasis on marketing.

Experience: Minimum of three years marketing experience required, preferably with financial or real estate products and services.

Special Knowledge:

Ability to foster a cooperative, mutually beneficial partnership with internal/external constituents.

Excellent writing skills, presentation skills, web site experience.

Multi-industry knowledge covering various IFF stakeholders' interests, including funders, investors, community development finance, and the nonprofit sector.

Knowledge of related fields such as public relations a plus.



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Unusual Requirements: Regular travel throughout the assigned region; Occasional evening and weekend work; able to inspect active construction project sites.

Application Instructions: Please submit a cover letter, resume and salary requirements to careers@iff.org with “Marketing Manager” in the subject line.

IFF values equity, diversity and inclusion as part of its mission to strengthen nonprofits and the communities they serve. IFF is an equal opportunity employer.