



Strengthening nonprofits and the communities they serve.

Sharing a mission of change

Illinois

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

Indiana

One Indiana Square
211 North Pennsylvania St.
Suite 2375
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

4177 Broadway Blvd.
Suite 100
Kansas City, MO 64111
816 335 4200

Ohio

172 E. State St.
Suite 203
Columbus, OH 43215
614 484 1811

Wisconsin

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

IFF

Position Description

Title:	Marketing Director
Reports to:	Chief Lending Officer and Senior Vice President - Capital Solution
Department:	Capital Solution
Department Function:	Maintain a program of flexible loan products to targeted nonprofits; design programs to assist the target market obtain loans and needed financial assistance.

The Organization

IFF is a mission-driven lender, real estate consultant, and developer that helps communities thrive. 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 healthy food grocery operators. Staff contribute extensive business experience and an unrivaled connection to the mission of IFF to the clients we serve.

IFF is looking for candidates with a commitment to the work we do who can demonstrate their creativity, diligence, enthusiasm, growth-mindset, thoughtfulness, and passion to make meaningful change in the areas of economic and racial justice.

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



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Basic Job Function

IFF is seeking a Marketing Director to create and lead a new Marketing Team to support the sales efforts of the lending and real estate departments. The Marketing Director will advance the goals of these departments through leadership, understanding the marketplace, and leveraging fact-based research and data to arrive at strong customer insights to create and implement strategies. The Marketing Director will work closely with the Director of Communications to ensure complete alignment and consistency on external messaging and branding.

Job Duties and Responsibilities

1. Develop and lead the efforts of the new Marketing Team
 - a. Oversee, manage and grow the marketing team, as needed
 - b. Identify, hire, and train a marketing manager
 - c. Develop the marketing and sales tools to support the lending and real estate business development efforts, e.g., website messaging and content, email campaigns, social media strategy, sales sheets, PowerPoint sales presentations, conferences, sponsorships
 - d. Develop, refine and implement marketing team operational requirements – planning, directing, coordinating marketing and sales support efforts, working across distinct departments within the organization
 - e. Collaborate with the organization’s data team to develop standard reports and direct analysis in order to arrive at customer insights and identify opportunities
2. Create, refine, adapt, and implement marketing plans
 - a. Spearhead the strategic and tactical implementation of marketing strategies and campaigns, including segmentation, tracking, results reporting, analysis and recommendations
 - b. Guide the internal marketing team to implement and report results of a variety of marketing campaigns: awareness, acquisition, account penetration, and retention.



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- c. Deploy a combination of direct sales strategies, digital marketing and other tactics to drive account acquisition through lead generation
 - d. Develop and manage an annual marketing budget, including identification of resource needs
 - e. Develop sales forecasts for marketing activities, reporting and performance results
 - f. Manage conception, development, and implementation of marketing plan strategies, including identification and orchestration of vendors needed to execute plan
3. Represents IFF at conferences, seminars, presentations and other events to support overall IFF goals, programs and visibility. Work with other IFF staff to support and coordinate implementation of special IFF initiatives.
 4. Maintains required job knowledge and skills and core professional competencies. Attend and participate in required educational programs and staff meetings.
 5. Performs other duties as assigned.

Performance Measures

1. Achievement of marketing plan goals in alignment with regional market plans.
2. High level of customer satisfaction (internal/external)
3. Active communication/coordination with front line staff
4. Successful management of individual staff and overall team.
5. Identifies and recommends solutions to issues and problems relating core business visibility throughout the region
6. Active collaboration and alignment with Communications staff.



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7. Strong collaboration with Data team and other IFF departments
8. Cultivates a culture of openness in information sharing. Encourages open communication, cooperation, and the sharing of knowledge.
9. Models personal accountability that promotes ownership and engagement.
10. Builds and maintains effective working relationships with colleagues, peers and team members.
11. 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.
12. High level of satisfaction with both internal colleagues and external contacts.

Position Qualifications

Education: MBA or Bachelors of Business Administration (Bachelor's in Marketing) strongly preferred.

Previous Experience: Minimum of ten years of applicable experience.

Special Knowledge & Skills: Familiarity with banking, commercial real estate, or community and economic development a plus; strong written and oral communication and presentation skills, experience in formal presentations; proficient computer software user, including spreadsheets and databases. Ability to think creatively about problems.

Application Instructions: Please submit a cover letter, resume and salary requirements to careers@iff.org with "Marketing Director" 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.