



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

Sharing a mission of change

Illinois

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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 Manager
Reports to:	Director of Marketing
Department:	Capital Solutions
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 over 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.

Basic Job Function

IFF is seeking a Marketing Manager to support the overall sales efforts of the lending and real estate consulting departments. Additionally, the Marketing Manager will assist the Director of Marketing with the design and implementation of marketing strategies to connect nonprofit corporations to IFF's products and services.



Job Duties and Responsibilities

1. Develop and implement marketing tactics, aligned with regional Market Plans and overall Marketing Strategy, to support Capital Solutions and Real Estate Solutions (“RES”). Demonstrate impact of marketing activities in achieving loan and real estate production goals.
 - a. Develop and execute digital marketing campaigns against targeted segments to generate qualified leads for business development. Identify new opportunities for sales targets through data mining and client segmentation efforts.
 - b. Conduct strategic market research and intelligence gathering and share findings to inform business development strategy, including regional-specific sectors of focus, geographical markets, etc.
 - c. Generate content for email campaigns, website/landing pages, social media posts, case studies, white papers, webinars, PowerPoint presentations to drive top-of-mind awareness.
2. Work with the Communications team to maintain suite of digital assets and program/product collateral, ensuring consistency with IFF brand/messaging.
 - a. Refresh/update content and digital assets on Capital Solutions and RES website pages and corresponding landing pages.
 - b. Collaborate with the Communications team on editorial calendar; leverage and/or repurpose content for use in marketing campaigns and other business development content.
3. Work with the Data Team to administer loan and real estate 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.
 - a. Act as the marketing liaison to the Data Team to ensure accuracy and consistency in CRM data entry; collaborate with Superusers to champion firm-wide data hygiene and integrity behaviors.
 - b. Develop standard reporting workflow and conduct data analysis to arrive at actionable customer insights and transform into business intelligence for business development.
4. Perform other duties as assigned to support the multiple lines of business and regional centers, as well as ad hoc projects.



Performance Measures

1. Achievement of marketing plan goals in alignment with regional market plans
 - a. 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.
 - b. Marketing plan targets (per geographic Market Plans) for awareness building, lead generation and prospective client activities are met as defined by annual plan.
2. Outcome tracking mechanisms are designed and implemented to continually test the success of marketing activities.
3. Active collaboration, communication and coordination with the Data Team, the Communications staff, lenders, and other internal stakeholders.
4. Cultivates a culture of openness in information sharing. Encourages open communication, cooperation, and the sharing of knowledge.
5. Models personal accountability that promotes ownership and engagement.
6. Builds and maintains effective working relationships with colleagues, peers, and team members.
7. 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.
8. High level of satisfaction with both internal colleagues and external contacts.

Position Qualifications

Education: Bachelor's degree in Marketing or Communications; Master's degree or MBA strongly preferred.



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Previous Experience:

- Five to seven years of relevant marketing experience, either within a corporate role, or within an agency environment; experience with nonprofit/community development sector a plus.
- Experience developing/executing email campaigns via marketing automation software (paired with CRM) and tracking/reporting KPIs and performance metrics, and monitoring website traffic via Google Analytics.
- Strong knowledge of digital display advertising (SEO/SEM, paid social media ads/PPC, LinkedIn sponsored ads, video advertising).
- Excellent written and verbal communication and presentation skills.
- Ability to thrive in a fast-paced, collaborative, dynamic environment.

Technical Proficiency

Solid experience actively using marketing technology stack components, including:

- CRM platform: Microsoft Dynamics 365 (or Salesforce)
- Marketing automation software: Mailchimp
- Digital: Website CMS (e.g., WordPress), Google Analytics; organic and paid search (Google Display Network, SEO/SEM, PPC Google AdWords)
- Webinar platform (e.g., On24, WebEx, GoToWebinar, Adobe Connect)
- Collaborative platforms: SharePoint, Microsoft Teams, Microsoft OneNote
- Design/Production: Adobe Creative Suite (e.g., InDesign, Photoshop, Illustrator, After Effects)

Special Knowledge & Skills:

Familiarity with banking/financial services, commercial real estate, and/or community and economic development a plus.

Application Instructions: Please submit a cover letter, resume, two writing samples 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.