



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

*Sharing a mission of change*

**IFF**

**Position Description**

---

<b>Title:</b>	Marketing Specialist
<b>Reports to:</b>	Director of Marketing
<b>Department:</b>	Capital Solutions
<b>Department Function:</b>	Maintain a program of flexible loan products to targeted nonprofits; design programs to assist the target market in obtaining loans and needed financial assistance.

---

**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

**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 Specialist to support the marketing and business development efforts of the lending and real estate consulting departments. Additionally, the Marketing Specialist will assist the Director of Marketing and the Marketing Manager with the design and implementation of marketing strategies to connect nonprofit corporations to IFF’s products and services.

**Job Duties and Responsibilities**

1. Support the Marketing team’s annual strategy that is aligned with regional market plans and supports Capital Solutions (CapSol) and Real Estate Solutions (RES).
  - a. Provide support to the Marketing team in developing and executing multi-channel campaigns across all levels of the marketing funnel, from lead generation to lead nurturing and conversion.



**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

- b. Conduct strategic market research and share findings to inform marketing and business development strategy and develop targeted segments that generate qualified leads for business development; build market intel capability to identify geo/sector/market insights.
  - c. Leverage internal communications tools like SharePoint and Microsoft Teams to socialize and share information.
  - d. Help develop creative assets and digital assets (collateral) using Canva and/or Adobe Photoshop and InDesign.
  - e. Build and manage a central repository of digital assets and market intelligence within a shared "port environment (i.e., SharePoint); populate and manage matrix of regional information.
  - f. Work closely with the Marketing team to create and manage calendar of annual marketing activities to include email campaigns, webinars, events, conferences, etc.
  - g. Assist in email campaign analysis/reporting to illustrate overall effectiveness and ROI.
  - h. Develop and manage process for standardizing construction signage design, production (i.e., grand openings/groundbreaking/ribbon-cutting ceremonies).
  - i. Support the Marketing team with experiments and other episodic tactics; explore webinar capability and delivery platform, vet participation/sponsorship opportunities at conferences/events.
  - j. Support outreach efforts in local communities and assist in conducting grassroots outreach efforts to bring awareness of IFF's products and services to communities.
2. Work closely with the Data team to administer loan and real estate data collection, including data analysis, standard dashboard and exception reporting, and data administration.
    - a. Support the Marketing team in reinforcing firmwide data governance and compliance.
    - b. Act as the marketing liaison to the Data team to ensure accuracy and consistency in CRM data entry; collaborate with stakeholders to champion firm-wide data hygiene and data integrity behaviors.
  3. Perform other duties as assigned by the Marketing team to support the multiple lines of business, as well as ad hoc projects.
    - a. Research non-profit organizations and partnership opportunities, primary care associations, other sector-specific associations.

**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.



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

*Sharing a mission of change*

- 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.

**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

**Position Qualifications**

Education: Bachelor's degree in Marketing or Communications

Previous Experience:

- Two to four years of relevant marketing experience, either within a corporate role, or within an agency environment; experience with nonprofit/community development sector a plus.
- Excellent project management skills, with experience using project management and tracking tools like Asana, Trello, Monday, or Basecamp.
- Strong written and verbal communication skills.
- Experience building out email campaigns in Mailchimp, ConstantContact, Marketo, Pardot or similar marketing automation software.
- Experience working with paid ads and paid search, especially developing campaigns within Facebook Ads Manager and LinkedIn Ads.
- Adept at tracking/reporting KPIs and performance metrics (as identified by Marketing Director and Marketing Manager) across email campaigns, social media platforms and other digital advertising initiatives.
- Ambitious, self-starter who can multitask and work cross-functionally.



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

*Sharing a mission of change*

- Ability to thrive in a fast-paced, collaborative, dynamic environment.
- Motivated to be resourceful and committed to mission-driven work.

Technical Proficiency

Solid experience actively using marketing technology stack components, including:

- CRM platform: Microsoft Dynamics 365 (or Salesforce)
- Marketing automation: Mailchimp or Dynamics 365 Marketing preferred
- Creative: Adobe Photoshop and InDesign, Canva
- Collaborative platforms: SharePoint, Microsoft Teams, Microsoft OneNote
- Digital: Google Analytics, CMS (e.g., WordPress), familiarity with HTML/CSS
- Webinar platform (e.g., On24, WebEx, GoToWebinar, Adobe Connect)

Special Knowledge & Skills:

Familiarity with banking/financial services, commercial real estate, and/or community and economic development a plus. Experience in grassroots outreach and community organization.

Application Instructions: Please submit a cover letter, resume and salary requirements to [careers@iff.org](mailto:careers@iff.org) with “Marketing Specialist” 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.*

**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