

<b>LOCAL INITIATIVES SUPPORT CORPORATION</b> <b>Position Description</b>
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**POSITION TITLE: Senior Vice President for Marketing and Brand Management**

**REPORTS TO: LISC's President / Chief Executive Officer**

**LOCATION: LISC Headquarters Office, New York, NY**

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## **THE ORGANIZATION:**

### **What We Do**

With residents and partners, LISC forges resilient and inclusive communities of opportunity across America – great places to live, work, visit, do business and raise families.

### **Strategies We Pursue**

Strengthen existing alliances while building new collaborations to increase our impact on the progress of people and places.

Develop leadership and the capacity of partners to advance our work together

Equip talent in underinvested communities with the skills and credentials to compete successfully for quality income and wealth opportunities.

Invest in businesses, housing and other community infrastructure to catalyze economic, health, safety and educational mobility for individuals and communities.

Drive local, regional, and national policy and system changes that foster broadly shared prosperity and well-being.

Over the last 38 years, LISC and its affiliates have invested approximately \$20 billion in businesses, affordable housing, health, educational mobility, community and recreational facilities, public safety, employment and other projects that help to revitalize and stabilize underinvested communities. These investments have leveraged more than \$50 billion in development activity and helped families and communities raise their standards of living. LISC investments impact the lives of nearly 7 million Americans.

Headquartered in New York City, LISC's reach spans the country from East coast to West coast in 32 markets with offices extending from Buffalo to San Francisco. Our rural programs make an impact in 44 states, and are supported by LISC's talented and dedicated workforce. Visit us at [www.lisc.org](http://www.lisc.org)

## **JOB OVERVIEW:**

The SVP for Marketing and Brand Management for LISC reports directly to the President and CEO and has responsibility for overall communications, messaging, marketing, and branding activity.

The SVP will engage LISC'S audience across its websites, apps, video, podcasts, print, radio and broadcast. The successful candidate will utilize data, trend-spotting, technological awareness and insight to develop solutions that meet business objectives.

A deep understanding of LISC's social media strategies is a key to driving and maximizing community and individual engagement. This role will collaborate with national programs, field and senior leadership to develop and evolve ideas in order to integrate and pursue company goals.

The SVP will build a long-term marketing strategy and revolutionize the marketing and branding landscape of LISC.

## **ESSENTIAL DUTIES AND RESPONSIBILITIES:**

Develops and executes marketing, communications, and branding strategies, concepts, etc., across all audience platforms/touchpoints.

Strategizes and executes innovative campaigns, messages and tactics that engage the target audience and help LISC reach its goals.

Builds digital strategies as part of broader marketing plans while establishing best practices in digital marketing.

Creates competitive digital marketing strategies using all necessary tools such as website, social media, blogs and live streaming.

Builds strong relationships with key partners through social media interaction.

Refines corporate brand identity in conjunction with LISC business units.

Creates marketing strategy that enables LISC leadership to cultivate and enhance meaningful relationships with targeted, high-level external audiences, including key stakeholders, the media, and corporate/government partners.

Oversees development of all LISC's communications, marketing collateral materials and electronic communications (including LISC's website and news media).

Actively engages, cultivates, and manages press relationships to ensure optimal coverage surrounding LISC's programs, events, public announcements, etc.

Serve as a spokesperson and point person on media opportunities, and preparing talking points, presentations and other supporting materials as needed.

Conduct market analysis to identify challenges and opportunities for growth.

Performs additional duties as required.

#### **REQUIRED QUALIFICATIONS:**

- Bachelor's degree is required. A master's degree is preferred.
- At least 10 years of experience in marketing with at least 5 years of management experience.
- Deep understanding of and experience in multichannel media landscape, including digital, print, broadcast and radio; its challenges, and opportunities for expansion and growth.
- Creative, insightful and collaborative leader who brings entrepreneurial energy that identifies existing and new communication opportunities.
- A record of success in progressively responsible positions with demonstrated leadership skills.
- The ability to develop and implement strategic communications and research-based marketing plans.
- The capacity to respect, understand and positively engage persons of other cultures and backgrounds.
- A commitment to working with multi-cultural populations and an awareness of issues affecting the underserved populations.

#### **COMPENSATION**

We offer a competitive salary and generous benefit package.

To apply, please send a cover letter and resume  
[svpmbm@liscnet.org](mailto:svpmbm@liscnet.org)

**LISC IS AN EQUAL OPPORTUNITY EMPLOYER  
COMMITTED TO DIVERSITY & INCLUSION**