

**JOB DESCRIPTION TEMPLATE**

**LOCAL INITIATIVES SUPPORT CORPORATION**

**Position Description**

POSITION TITLE: Marketing & Investor Relations Manager, Strategic Investments  
REPORTS TO: George Ashton, Managing Director, Strategic Investments  
JOB CLASSIFICATION: Full – Time / Exempt  
LOCATION: Washington, DC

**THE ORGANIZATION:**

**What We Do**

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

**Strategies We Pursue**

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.

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

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

Over the last 40 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. 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. Visit us at [www.lisc.org](http://www.lisc.org).

[Local Initiatives Support Corporation](#) (LISC) seeks an experienced professional for the Marketing Manager position to be located either in Washington DC or New York, NY. This is a key position within LISC and is critical to the successful expansion of the LISC brand beyond community development and into the Impact Investing space. The Marketing Director will provide both the strategic direction and on the ground execution for LISC's Opportunity Zone and Impact Investing marketing strategy. The successful candidate will have excellent leadership, communication, and

entrepreneurial skills, and experience with crafting a multi-faceted marketing plan that drives brand presence and ultimately transactions. The position requires a strong self-starter, ideally with some background in marketing financial products to impact investors. The scope of the position will initially focus on leading our marketing efforts supporting the Opportunity Zone initiative and will, in time, include a more robust look at our positioning in the impact investing space.

#### **JOB OVERVIEW:**

This position will operate fairly independently as the strategic and logistical lead for the development and execution of the marketing & investor relations plan for the Strategic Investment group. The successful candidate will coordinate these efforts with the marketing efforts of national LISC and its affiliates, but the position will need to an entrepreneurial self-starter able to proactively create a brand and media presence in line with the values and goals of the efforts pursued by the Strategic Investment group. The success of the position will ultimately be judged on its ability to reach impact focused investors with stories & investments that compel them to invest in their communities.

#### **ESSENTIAL DUTIES AND RESPONSIBILITIES:**

*The following are an indication of the position's core responsibilities; these are intended to illustrate the scope of responsibilities, and are not exclusive of other duties that may be required.*

1. Formulating a comprehensive marketing strategy
2. Determining the best method for reaching out to impact investors
3. Some initial investor outreach and tracking investor relationships
4. Optimizing website presence and social media presence
5. Establishing a Conference Strategy (attendance, speaking, sponsorship)
6. Working well with the internal communications group
7. Creating outward facing materials (PowerPoint, executive summaries)
8. Promoting research pieces and LISC successes (case studies)
9. Providing marketing support for our local offices
10. Writing or ghost writing regular blogs
11. Creating proposals for grants/foundations to invest with us in these communities

Perform all other duties as assigned.

#### **MINIMUM KNOWLEDGE, SKILLS AND ABILITIES REQUIRED:**

- Bachelor's Degree from an accredited college or university required.
- 3-5 years' experience in a professional marketing position
- 1-2 years' experience in impact investing or investor relations more generally
- Experience within an investor institution would be ideal

- Experience with twitter and other social media applications
- Experience in Powerpoint and word
- Self-Starter and Proactive in tackling new tasks
- Experience in managing marketing campaigns with a CRM like Salesforce

## **COMPENSATION**

LISC offers a competitive salary and excellent fringe benefits

To apply, please send a cover letter and resume via email to: [strategicinvestments@lisc.org](mailto:strategicinvestments@lisc.org)

**We thank all applicants for their interest, however only those candidates selected for interviews will be contacted.**

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