



EMPLOYMENT OPPORTUNITY

MARKETING DIRECTOR

ABOUT OUR COMPANY

Community Development Corporation of Long Island, CDCLI was founded in 1969 when government, business and civic leaders on Long Island came together to address the growing demand for affordable housing. With the mission to “invest in the housing and economic aspirations of individuals and families by providing solutions that foster and maintain vibrant, equitable, and sustainable communities,” CDCLI maintains steadfast in its commitment to its three pillars of focus: (1) Community Development and Housing for All; (2) Economic Stability; and (3) Advocacy. That strong tri-sector support continues today.

CDCLI is a regional and national leader in affordable housing and community development, with high standards of performance and a desire to identify and implement creative ways to solve problems and empower residents in the community.

CDCLI programs are complex, multi-partnered and diverse. CDCLI is committed to making dreams of long-term economic stability come true. As a chartered member of NeighborWorks®, CDCLI is certified to meet a high standard of fiscal integrity and service performance to assist local residents in achieving their dreams, and is recognized by NeighborWorks® as an “exemplary organization.”

THIS OPPORTUNITY

Reporting to the VP of Development, and serving as an integral member of the management team, the Marketing Director is responsible to lead in the development of CDCLI’s communication and marketing strategy, and contribute to the CDCLI’s mission-driven business strategy. The Director contributes to the development and implementation of an overall communications, brand identity and marketing strategic plan, based on CDCLI’s vision, mission and core values, for directly managing activities that promote, enhance, and protect the organization's brand reputation.

The Director is responsible for developing, integrating and implementing a broad range of public relations activities relative to the strategic direction and positioning of the organization and its leadership. The Director is responsible for assessing and expanding CDCLI’s varied and integrated communications products and services including: print publications; website development/maintenance; social media outreach; media and public relations; and targeted, market research. This also includes implementing a marketing and communications strategic plan.

The Director will create compelling internal and external communications, including multimedia content for CDCLI and its digital channels. Requiring both creative and technical expertise, the role is responsible for developing engaging internal and external content that tells the CDCLI story and captures the readers'/ viewers' attention in support of CDCLI's strategic goals.

ESSENTIAL DUTIES AND RESPONSIBILITIES

The following duties and responsibilities, including but not limited to:

- Prepare and understand market research metrics/data analytics in line with CDCLI’s mission and promote customer success.
- Liaise with both EMG and employees across CDCLI to create and sustain an interactive and engaging internal and external marketing & communications strategy.
- Define marketing & communication expectations and develop a brand messaging in conjunction with the CDCLI Executive Management Group (EMG) that summarize the strengths and services of CDCLI.
- Set brand goals in conjunction with CDCLI Executive Management Group and identify target markets that contribute to sustainable business initiatives.
- Align marketing strategies and communication with the core mission and vision of CDCLI.
- Train EMG and employees on the brand and marketing strategies.

- Develop and write engaging marketing communications across all mediums including but not limited to PowerPoint presentations, flyers, press releases and other corporate marketing materials to support brand strength and growing value proposition.
- Launch a marketing & communication campaign that includes creative strategies reinforcing and promoting the brand to customers, partners and the community.
- Create a sense of pride while generating innovation and excitement with customers, partners and the community.
- Identify and recommend marketing & communication tools and strategies for CDCLI that best communicate the brand.
- Implement, communicate and support strategies across CDCLI to reinforce the brand.
- Continually measure results and evaluate outcomes to measure progress.
- Refine and improve strategies to reach goals and customers are successful.
- Serve as collaborative partner and project manager to various corporate departments for marketing initiatives. Work collaboratively to produce and create impactful content
- Direct marketing & communication events related to CDCLI's mission and goals.
- Utilize and understand marketing & communication metrics to evaluate the success of campaigns across all mediums.

EDUCATION AND EXPERIENCE:

Education: Bachelor's degree in English, Marketing, Communications, Journalism or a related field, or an equivalent combination of education and experience. Masters preferred.

Experience: Minimum of 5-7 years' experience in a marketing and communications function with both internal and external communication responsibilities. Applicants will be asked to provide a portfolio of work that demonstrates both technical and storytelling skills.

KNOWLEDGE/SKILLS/ABILITIES

- Strong commitment to and passion for CDCLI's mission is essential
- Ability to construct, articulate, and implement annual strategic development and communications plan
- Expertise in research driven marketing and data analytics
- Strong organizational and time management skills with exceptional attention to detail
- High-energy, socially-sophisticated, politically-savvy, hands-on, can-do attitude
- Optimism and innovation are key attributes of the successful candidate
- Exceptional writing and interpersonal communication skills
- Ability to manage multiple concurrent projects on time, on brand and on budget
- Ability to work in a very collaborative team environment
- Knowledge of the financial services, banking, housing, community development and/or real estate industry a strong plus
- Understanding of Adobe Suite of programs, social media tools, and still photography skills a plus
- Ability to understand overall new business marketing goals and objectives

HOW TO APPLY:

Please send resume and cover letter with salary requirements to: hrsupport@cdcli.org.

Generous benefits package.

CDCLI is proud to be an equal opportunity organization. We celebrate it, we support it, and we thrive on it for the benefit of our employees, our consumers, and our community.