



EMPLOYMENT OPPORTUNITY

MARKETING SPECIALIST

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 the Marketing Specialist plans, coordinates, executes, and analyzes the effectiveness of CDCLI marketing efforts to reach target audiences and to promote programs and services through internal and external initiatives. The Marketing Specialist utilizes both traditional and digital techniques, generates creative ideas, and analyzes and continually enhances the delivery of marketing plans to efficiently engage CDCLI’s customer base and support its mission.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Develop marketing schedules that align promotional activities across all channels, including traditional and digital advertising while keeping in line with CDCLI’s mission and promoting customer success.
- Identify opportunities for improving on-page Search Engine Optimization (SEO), optimize landing pages, and recognize trends in Google Analytics Reports to improve rankings for high value keywords. Optimize website for organic search.
- Maintain social media presence across digital channels including Facebook, LinkedIn, Twitter, Instagram, and YouTube.
- Draft and help publish press releases for new service launches and company announcements.
- Maintain and develop e-mail marketing automation platform (Constant Contact) to nurture leads and gain new customers; plan future large scale e-mail marketing integrations for target marketing.
- Evaluate and recommend potential new platforms, programs, or ideas to improve marketing efforts and recommend strategic and tactical changes to drive business profitability.
- Stay up-to-date with digital media developments, latest trends and best practices in online marketing, measurement, and analysis.
- In conjunction with the VP of Development, plan, execute, and manage all digital marketing, including SEO/SEM, social media, and display advertising campaigns aligned with business goals; identify and apply key performance insights from campaigns to drive optimization.
- In conjunction with the VP of Development, plan, and execute a variety of paid digital channels, including Google AdWords Grant, display, and display retargeting
- Work with the Executive Management Group to coordinate digital content activities (e.g. website, blogs, whitepapers, and webinars).

- Maintain a strong online company voice through website and social media, broadcast web presence to boost brand awareness, and ensure internal and external branding consistency.
- Support teams with creation of presentations, flyers, communications, and plans for marketing initiatives aligning with the core mission and vision of CDCLI; coordinate in-house printing of materials.
- Work with Executive Management Group, Program Directors, and outside sources to research and compile information to make recommendations to enhance and broaden communications programs.
- Actively and consistently support all efforts to simplify and enhance the customer experience.
- Keep abreast of marketing trends and best practices in traditional and digital marketing - both within industry and more broadly within the digital space.

EDUCATION AND EXPERIENCE:

- Minimum Bachelor's Degree with preference for focus in Marketing or Communications
- Solid understanding of PPC, SEO, and SEM
- Proficient in Google Analytics, Google AdWords, and social platforms
- Working knowledge of WordPress and/or other CMS platforms
- Working knowledge of forms processing tools such as Wufoo and/or Cognito
- Knowledge and Experience with Email Marketing with Constant Contact or other programs
- Exceptional written and verbal communications skills
- Experience with flyer creation and photo editing (Illustrator and Photoshop)
- General knowledge of HTML
- Salesforce knowledge a plus
- Ability to multi-task in a fast-paced environment
- Ability to understand and learn technical concepts quickly
- Bi-lingual a plus, but not required

HOW TO APPLY:

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

Salary commensurate with experience. Generous benefit 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.