

Communications Specialist

Neighborhood Finance Corporation



Neighborhood Finance Corporation (NFC) is a well-established non-profit organization with a team oriented work environment. NFC is celebrating our 36th Anniversary as a mortgage lender.

Our mission: NFC is a nonprofit mortgage lender specializing in sustainable homeownership, home renovations, and revitalizing neighborhoods through collaborative partnerships.

Our values: Community-focused, Empowerment, Integrity, Expertise, Understanding

Summary:

NFC provides a description for you to understand the position before applying. We know not all strong candidates will meet all the qualifications. We ask that all applicants complete a cover letter and share with us why they believe they are qualified for this position including education, life experience and professional expertise.

NFC is seeking a qualified Communications Specialist to join our team. The ideal candidate should have strong communications skills, digital and marketing skills, strategic and organizational skills, and a basic understanding of data and analytics. The ideal candidate will be self-directed, customer focused and display leadership qualities. The Communications Specialist will report to the Executive Director and will be internal and external communications for Neighborhood Finance Corporation, and the two subsidiaries, NFC Cedar Rapids and NFC Properties. Bilingual, particularly English-Spanish, and diverse candidates are encouraged to apply.

Specific Job Functions:

- Website, social media and digital presence management; this includes maintaining updates, developing content, posting content, monitoring and engaging on behalf of NFC on social media platforms, working with the website vendor on updates, SEO basics and analytics tracking.
- Brand management and message consistency. NFC is developing a marketing strategy to better “tell our story”; this role will be responsible for implementing the marketing strategy working with the Executive Director and other NFC team members.
- Media and public relations; this includes drafting and distributing press releases, building relationships with local media, coordinating interviews, and communication with NFC stakeholders which include housing nonprofits, local government, neighborhood leaders and financial institutions.
- Event promotion and community outreach support; this includes assisting the NFC team with outreach and educational events including creating the outreach and promotion materials, flyers and plan and leading the implementation of the plan.
- Manage the process for newsletters, email campaigns and the related customer relationship management (CRM) resources needed to provide consistent messaging to clients and stakeholders.

- Storytelling and impact collections. This includes customer stories of impact, utilization of NFC data and other resources to provide content for NFC reports, website and social media stories.
- Internal communications; this includes setting the agenda and taking minutes for the weekly staff meetings, creating and managing a system for NFC policies and procedure management, creating improved methods for staff communication and collaboration, and staff the NFC Board of Directors and preparing the agenda and meeting packets for at least 26 meetings a year.
- Assist with grant applications as related to “telling NFC’s story of impact” and other duties as assigned by NFC leadership.

Experience and Skills to Succeed at this Position:

- Strong communication skills; including speaking, writing and editing. The ability to communicate NFC loan programs to the community through multiple forms of communication.
- Digital and marketing skills with the ability to manage social media content and engagement, utilize email marketing platforms, basic website knowledge to update NFC’s website, and the ability to use graphic tools (NFC currently uses Canva).
- Strategic and organizational skills. This position will require strong project management and time management skills, the ability to execute a consultant developed marketing strategy, and the ability to track budgets as they align with specific programs or grant funding.
- Data and analytics understanding to translate data into visuals and narratives, and a basic understanding of engagement metrics and campaign performance.
- Interpersonal and organizational awareness which results in success working across NFC’s lines of business and with diverse stakeholders.

Job Requirements:

- This position will serve both offices and can be in either NFC’s Des Moines or Cedar Rapids location. This position is an office, with some flexibility for remote two days a week for eligible candidates.
- The preferred candidate will have a two- or four-year college degree.
- A minimum of 3 years of communications and/or marketing strategy experience.
- Proficiency with MS Office applications including Word, Outlook, PowerPoint and Excel.
- Proficiency with social media platforms (Facebook, Instagram, LinkedIn, YouTube at minimum), websites, email marketing and CRMs.
- The ability to remain in a stationary position for extended periods of time.
- The ability to position self as needed for routine office work such as accessing filing cabinets or using the phone; ability to operate a computer and other office productivity machinery, (e.g. calculator, copy machine, and computer printer)
- The ability to be mobile as related to business needs.
- Travel outside of either the Des Moines or Cedar Rapids metro (25% or less) will be required to serve both offices, attend appropriate training and conference events.

NFC offers competitive company benefits including free parking, business casual dress, paid sick/vacation leave, cafeteria plan, potential annual bonus up to 10% of salary, and 401(K) plan.

Office hours are Monday through Friday 8:30 am to 5:00 pm. Flexible hours and remote work may be approved through your manager considering the duties of the position and business needs.

Expected pay range: \$48,000 to \$63,000 annually depending on skills and experience; this is an hourly position.

Please send cover letter and resume to:
Executive Director
NEIGHBORHOOD FINANCE CORPORATION
4908 Franklin Ave Des Moines, IA 50310
Or smurphy@neighborhoodfinance.org
No phone calls please