JOB DESCRIPTION
DIRECTOR OF COMMUNITY RELATIONS & DEVELOPMENT

In pursuit of the Community Loan Fund of the Capital Region's mission, the Director of Community Relations & Development will be the primary staff person, planner and coordinator for all community relations and development activities for the Community Loan Fund of the Capital Region, Inc. and the Albany Center for Economic Success, Inc. In consultation with the Executive Director, s/he shall staff and coordinate volunteer committee(s) assisting with such efforts and work professionally and cooperatively in a team environment with other staff and volunteers.

Primary/essential duties include:

Community Relations (50% of job) – develop and implement comprehensive community relations plan to increase community engagement with the Community Loan Fund, leading to increased awareness, resources, and capacities, consistent with organizational mission, goals, and activities

- Develop strong social media presence, including use of analytics
- Produce written communications, including brochures, handouts, stories, and flyers to deliver clear and consistent messages to various targeted audiences for our various programs and services
- Produce electronic communications to deliver clear and consistent messages to various targeted audiences
    - Maintain website with current and useful information
    - Produce e-newsletter and other forms of electronic communications
- Plan, coordinate and implement the *Spring Tour* for investors, supporters, and prospects
- Plan, coordinate and implement the *Annual Event* for diverse CLFCR stakeholders
- Assist other departments with coordination and implementation of special events, workshops, seminars, and similar
- Develop and maintain positive relationships with the media. Produce and distribute media releases about organization news, including new programming, awards, and offerings.
- Maintain positive relationships with elected officials

Development (35% of job)

- Oversee the planning, coordinating, and implementing a broad-based fundraising program to raise adequate annual **operating** support
- Oversee the planning, coordinating, and implementing a capitalization program to raise adequate and appropriate equity and debt **capital** to meet the needs of lending and investment activities
- Oversee the researching of operating funding sources and preparation of written proposals to:
    - Private sources, including financial institutions, corporations, faith-based groups, individuals and foundations;
    - Public sources, including local, state, and federal governments

Administration and Supervision (15% of job)

- Supervise Office Manager and Grant Administrator
- Supervise and coordinate internships
- Coordinate & manage others engaged in community relations activities
- Prepare annual work plans for all community relations related activities
- Provide all necessary internal & external reports measuring progress and tracking results
- Assist Executive Director with strategic planning & other special projects

Supervisor: Executive Director

Supervises: Office Manager, Grant Administrator, and Interns

Classification: Full-time; exempt

Please send inquiries, resumes and all materials to info@mycommunityloanfund.org.