

Position Announcement: Marketing and Development Associate

Position type: Full-time; Oakland, CA

Start date: September 2, 2014

Salary: Commensurate with experience, with excellent benefits

ORGANIZATION DESCRIPTION

OBDC Small Business Finance's mission is to create economic opportunity by empowering entrepreneurs. Through innovative partnerships we provide business owners with capital, education, and relationships that allow them to flourish. Our collaborative approach helps our borrowers create jobs and stimulates economic development in low-to-moderate income communities.

OUR SERVICES:

- Our loan products include micro and small business term loans with low fees and competitive interest rates.
- One-on-one business advising is available during the loan application process and while paying the loan.
- Our post-loan education platform includes workshops, roundtables, and an online platform to engage with fellow borrowers.
- We collaborate with our partner organizations to provide additional business support opportunities and events.

POSITION DESCRIPTION

The Marketing and Development Associate will be charged with OBDC's marketing efforts and assist with development and impact assessment efforts. This position will report to the Vice President of Programs and Strategy. This is an excellent opportunity for a self-motivated college graduate who can take ownership and initiative in all marketing efforts, and who has experience and strong interest in marketing, fundraising, and nonprofits.

Duties include:

Marketing

- Developing comprehensive marketing strategy, executing on all marketing tasks, and evaluating results
- Keep company website updated, and work with developer on advanced edits
- Compose and post daily to social media sites (Facebook, Twitter, Linked-In)
- Compose and post blogs to company website
- Produce quarterly newsletters and marketing memos to clients
- Compose testimonials of borrowers
- Develop and implement SEO
- Create new and update existing marketing collateral
- Produce annual report
- Maintain style guide
- Maintain salesforce marketing lists
- Track analytics around social media and website
- Compose reports and white papers on OBDC research, initiatives, and collaborations
- Assist with workshop, roundtables, and small events for borrowers
- Coordinate a large annual event for funders and stakeholders

Development

- Assist VP of Programs and Strategy with completing grant applications
- Maintain documentation and data needed for grant applications
- Maintain records of development efforts and relationships
- Create and update executive summaries for programs
- Develop individual donation process

Impact Assessment

- Assist VP of Programs and Strategy with annual impact survey, data collection, and analysis
- Generate quarterly impact statistics and compare to goals
- Analyze client satisfaction surveys

QUALIFICATIONS

- Bachelor's degree with 2-3 years' experience in marketing, and a strong interest in nonprofits
- Excellent skills in:
 - Writing and blogging
 - Verbal/written communication and relationship-building
 - Social media posting and maintaining WordPress websites
 - Attention to detail and organization
 - Time management
 - Working in teams
 - Salesforce or CRM, MS Office Excel/Word/ Power Point
 - Being tech-savvy and capable of quickly learning new systems
 - Creative problem solving, and adept at identifying opportunities and executing strategies
- Possesses ability to:
 - Be a self-starter who can work with minimal supervision and be comfortable in an evolving nonprofit environment
 - Work with diverse personalities and backgrounds
 - Comfortably meet organization's immediate needs in a fast-paced setting
 - Be collaborative by nature, possess emotional intelligence, empathy, and patience
- Commitment to helping small business owners succeed and has a passion for the mission of OBDC
- Job involves normal physical requirements for an office position. EOE/ADA Compliant.

How to Apply:

- Please email resume and cover letter by August 22 to Bernadette Robertson, VP of Human Resources, at bernadette@obdc.com.