



JOB DESCRIPTION

Position Title: Marketing, Training and Business Development Specialist
Classification: Exempt
Reports to: CFNMD Fund Manager

POSITION SUMMARY:

The Marketing, Training and Business Development Specialist is an employee of The Community Fund of North Miami Dade, Inc. (CFNMD), a Community Development Financial Institution (CDFI) certified through the U.S. Department of Treasury since 2003 that serves as an affiliate of Opa-Locka Community Development Corporation (OLCDC.org).

Since its inception, CFNMD has utilized resources derived from the public and private sectors to assist directly and indirectly distressed and low wealth communities. This has been accomplished through a program of lending and investing in small businesses, real estate development projects and other commercial enterprises which are undertaken for the revitalization of neighborhoods and communities. The CFNMD will be engaged in the provision of technical assistance and lending to businesses with limited credit and/or collateral required to obtain traditional financing.

The Marketing, Training and Business Development Specialist is the point of contact for prospective CFNMD business borrowers. Primary responsibilities include generating client leads, connecting clients to business assistance resources that support their success, coordinating technical assistance and training services with partner organizations, assisting clients with their loan applications and providing outstanding customer service to business borrowers and prospective business borrowers.

SPECIFIC DUTIES AND RESPONSIBILITIES:

- Conduct one-on-one meetings with referral sources and centers of influence to build awareness in the market of our lending and technical assistance programs for African American, Latino and other ethnic minority business owners.
- Present information about CFNMD products and services at community information meetings to promote our lending and technical assistance programs. Meetings may include but not be limited to meetings with church congregations, business associations and business leaders.
- Identify small business owners who need financing and assist business owners with initial processing of loan applications and ensure loan applications are processed in a timely manner.
- Develop a technical assistance plan and provide guidance on implementation of the plan as needed for loan applicants and borrowers.
- Develop and execute a marketing and sales plan that focuses on CFNMD's target customers.

- Coordinate with the marketing and social media staff to develop a strong digital marketing presence and other marketing collateral needs
- Identify, initiate and manage strategic community partnerships that increase quality referrals.
- Coordinate with partner organizations to provide training and technical assistance to borrowers and prospective borrowers

- Ensure compliance with all applicable rules and regulations
- Explore new income opportunities and develop lasting community partnerships
- Assist the Fund Manager in furthering the work of the Board of Directors and committees
- Stay updated on new product design and industry best practices
- Develop and update a database of existing and potential borrowers
- Explore opportunities for new initiatives

QUALIFICATIONS:

- Bachelor's degree in related field required; preferred knowledge of small business
- Bilingual - English and Spanish; Good presentation and math skills;
- Minimum of 3 years; prior business experience/sales skills preferred
- Preference given to prior experience in small business lending, nonprofit and/or government community development lending and/or finance experience a plus
- Ability to set and meet deadlines and coordinate several projects simultaneously.
- Demonstrated knowledge of project management tasks and implementation.
- Manage time strategically improving efficiencies.
- Must be able to work independently and as part of a team.
- Flexibility and a "can-do" attitude are musts.
- Willingness to learn and take on new challenges.
- Willingness to work nights and weekends, when needed.
- Excellent written and verbal communication skills

To apply send cover letter and resume to grizelubarry@gmail.com

