

## **Chief Capitalization and Communications Officer**

### Position Description

Partners for the Common Good (PCG) is a Washington, DC based a national community development organization that operates lending and CDFI industry capacity building initiatives. PCG is seeking a Chief Capitalization and Communications Officer.

Founded in 2000, PCG's mission is to advance economic justice and opportunity for low-income people and communities. We do this by partnering with and promoting Community Development Financial Institutions (CDFIs) that promote affordable housing, neighborhood revitalization, healthy communities and other initiatives that create economic opportunity or reduce the racial wealth gap.

PCG founded the CDFI industry's first wholesale loan participation network that today has partnered with 50+ CDFIs in Washington, DC and 37 states, currently originates \$18-20 million in participation transactions annually, and currently has an outstanding portfolio of \$38 million. In 2021 PCG launched a projected \$50 million Economic Justice Partnership Fund (EJPF), an innovative off-balance sheet facility to expand PCG's product offerings to the CDFI community. PCG also participates as a community development entity (CDE) allocating New Markets Tax Credits (NMTC). PCG received \$85 million in NMTCs. PCG also provides contract servicing and monitoring for two external portfolios.

PCG is a CDFI infrastructure organization focused on building the capacity of the sector to generate impact. To that end, PCG manages the Community Development Bankers Association (CDBA) and the CapNexus platform ([CapNexus.org](http://CapNexus.org)). CDBA is the national trade association for the CDFI banking sector and advocates for the industry and communities served by CDFI banks. CapNexus is a community development finance industry networking and information sharing platform with 800+ users and which has posted over \$1 billion community development transactions. PCG is a leader in social impact assessment and public policy advocacy. Our work is pioneering in its creation of new tools and infrastructure for community development finance organizations to manage portfolios and grow their scale and impact.

PCG's office is located in Washington DC.

### **Major Responsibilities**

Chief Capitalization and Communications Officer is a senior position. The incumbent will report to the Chief Executive Officer (CEO). The incumbent will take a leadership role in resource cultivation, communications, business development, impact measurement, and program initiatives that advance the strategic goals of PCG.

The incumbent will be a leader in the following four areas:

1. Cultivation of strategic relationships with investors, capital sources, grant funders, and partners that will advance the strategic goals of PCG.
2. Enhancing PCG's visibility among its stakeholders through the development of marketing and communication strategies.
3. Overseeing the development of CapNexus as an industry networking, information sharing, and thought leadership platform
4. Business development and customer acquisition to grow PCG's relationships with lending partners, borrowers, and other stakeholders

5. Identification and development of new program opportunities and/or products and services.

**Duties:**

**Fund Raising and Capitalization:**

- In collaboration with the Chief Executive Officer, develop strategic relationships with investors, banks, grant funders, and partners that will advance the strategic goals and enhancement of PCGs' earned revenue, sustainability, and strategic goals.
- Coordinate and lead proposal writing for Federal grant and New Market Tax Credit Program applications.
- Work with Chief Accounting Officer to anticipate and meet future capital needs and ensure compliance with funder reporting and compliance requirements.
- Provide direction in ongoing development of internal systems to manage capitalization planning and management.

**Marketing and Communications:**

- Market and cultivate relationships with new lending partners and borrowers.
- Lead development of marketing and communication strategies across all PCG product lines and activities.
- Manage and implement communication strategies to position PCG as a leader in the industry.
- Identify and analyze market challenges/opportunities and engage in on-going refinement and development of products and services across the organization to respond to market demand.
- Develop and implement business development and customer acquisition strategies for cultivating CapNexus registered users, sponsors, content and listings that facilitate the platform's expansion.

**Social Impact:**

- Oversee social impact data collection activities to improve program performance metrics and analytic tools to gather market intelligence, evaluate product effectiveness and results;
- Oversee management of technology vendor contracts and deliverables;
- Ensure alignment with strategic impact goals and milestones.

**Program Development**

- Working in partnership with the Director of Innovation: (1) ensure a successful refresh and relaunch of the PCG website and CapNexus platform over 2021-2022, which positions the organization for its next stage of growth; and (2) ensure on-going development of PCG's CapNexus platform as a community development finance industry networking, information sharing, and thought leader platform.
- Working in conjunction with the CEO, Director of Innovation, and other applicable team members assist in designing and incubating new program initiatives focused on CDFI industry capacity building.

**Management:**

- Supervise and mentor assigned staff.
- As a member of the senior management team, participate in business and operations planning, goal setting, and developing and implementing strategies that enhance PCG's earned revenue and sustainability.

Competitive salary, excellent benefits and a collaborative work environment. PCG is an equal opportunity employer.

### **Professional Characteristics**

PCG seeks a seasoned professional with an entrepreneurial spirit, strong commitment to mission, and the following skills and experience:

- Strong knowledge of and contacts within the CDFI, community development finance, impact investing, banking and/or related investor sectors.
- Commitment and passion for economic and social justice.
- Experience in marketing and communications, particularly in the financial services sector.
- Knowledge of impact investing and impact measurement and management are a plus.
- Strong writing skills are an imperative; experience with grant and proposal writing are a strong plus.
- Strategic thinker with an exceptional ability to build relationships with external parties.
- A self-starter with the ability to take initiative, meet deadlines, prioritize assignments, juggle multiple tasks simultaneously, and be flexible.
- Strong customer orientation with exceptional follow-up skills and high standards of performance.
- Entrepreneurial style, with an enthusiasm for working in a fast-paced, dynamic organization.
- Outstanding speaking, interpersonal, and presentation skills.
- Team-orientation, with strong interpersonal skills and the ability to work both collaboratively and independently
- A bachelor's and Master's degree in a related field.

PCG acknowledges and honors the fundamental value and dignity of all individuals. Together, our community strives to create and maintain a working environment that respects diverse traditions, heritages, and experiences. We are an equal opportunity employer and will consider all applications without regards to race, sex, age, color, religion, national origin, veteran status, disability, sexual orientation, gender identity, genetic information or any characteristic protected by law.

### **COVID-19 Circumstances:**

PCG is adhering to CDC, state, and local orders with regard to COVID-19. During summer 2021, staff is gradually transitioning from remote work to in-person in our physical offices. We are closely monitoring the recommendations of health officials to protect the health and well-being of all staff. Applicants are strongly encouraged to be in the DC, MD, or VA area to be able to work in-office.

Full-time position. This position will ideally be based in Washington, DC with some travel required. Competitive compensation, commensurate with experience.

For more information about the organization, and to apply, please visit our website at [www.pcgloanfund.org/careers-and-internships](http://www.pcgloanfund.org/careers-and-internships).