

Vice President of Marketing & Communications

NATIONAL EQUITY FUND, INC. is a leading non-profit syndicator of Low-Income Housing Tax Credits (LIHTC) with a mission to create and deliver innovative, collaborative financial solutions to expand the creation and preservation of affordable housing.

OVERVIEW

The Vice President of Marketing & Communications is responsible for translating organizational strategy into disciplined, high-quality executive across marketing and communications channels. This role leads day-to-day marketing operations, drives continuous process improvements, manages the marketing budget, and ensures campaigns, content, and events are delivered on time, on brand and with measurable impact.

APPLY NOW

This role serves as the operational backbone of the marketing function—bringing structure, clarity, and accountability to workflows—while partnering closely with senior leadership on strategy and priorities.

ESSENTIAL DUTIES

- Own and continuously improve marketing and communications workflows, ensuring work is planned, prioritized, tracked, and delivered efficiently.
- Develop, document, and maintain standard operating procedures for campaigns, content development, events, approvals, and vendor engagement.
- Manage the marketing project management system, ensuring visibility into timelines, dependencies, and resource needs.
- Identify operational gaps, redundancies, and bottlenecks; recommend and implement process improvements to increase efficiency and quality.
- Establish consistent intake, prioritization, and briefing processes with internal stakeholders.
- Manage the marketing and communications budget, including forecasting, tracking spend, reconciling invoices, and reporting on budget performance.
- Partner with leadership to allocate resources across campaigns, events, agencies, and tools to maximize impact.
- Ensure vendors, freelancers, and agencies are onboarded, scoped, and paid efficiently and in compliance with organizational policies.
- Track return on investment (ROI) and performance metrics to inform future budget and resource decisions.
- Oversee the execution of integrated marketing and communications initiatives across digital, print, events, social media, and web.
- Translate high-level strategy into clear campaign plans, timelines, and deliverables.
- Ensure all materials adhere to brand standards, messaging frameworks, and accessibility best practices.
- Partner with internal teams to gather content, stories, and data that demonstrate organizational impact.
- Quality-control all marketing outputs for clarity, consistency, and effectiveness.
- Direct and support junior staff and/or coordinators, providing clear priorities, coaching, and performance feedback.



- Serve as the primary connector between marketing, communications, development, program teams, and external partners.
- Enable senior marketing leadership by absorbing operational oversight and executional complexity.
- Foster a collaborative, solutions-oriented team culture grounded in accountability and continuous improvement.
- Define and track performance metrics for campaigns, channels, events, and content.
- Produce regular reports and insights that demonstrate progress against goals and inform decision-making.
- Use data to recommend improvements to messaging, channels, workflows, and investments.

THE IDEAL CANDIDATE

- Bachelor's degree in Marketing, Communications, Public Relations, or a related field.
- 8 – 10 years of progressive experience in marketing and/or communications.
- Demonstrated experience managing marketing processes, workflows, or operations.
- Experience managing budgets, vendors, and multiple concurrent initiatives.
- Strong project management skills with the ability to manage complexity and competing priorities.
- Excellent written, verbal, and interpersonal communication skills.
- Experience in a mission-driven, nonprofit, or purpose-led organization.
- Familiarity with project management tools.
- Experience working with agencies, designers, and digital vendors.
- Comfort using data and metrics to guide decisions and improve performance.
- Finance or real-estate background

ABOUT NATIONAL EQUITY FUND

National Equity Fund, Inc. (NEF) is a leading non-profit, multi-family, affordable, real estate investment manager with a mission to create and deliver innovative, collaborative financial solutions to expand the creation and preservation of affordable housing. Through its Low-Income Housing Tax Credit (LIHTC) syndication platform and its lending and investing platforms, NEF generates opportunities rooted in its vision that increased access to affordable housing empowers every individual and family to reach their full potential. Since being founded in 1987, NEF has invested nearly \$30 billion, representing approximately 275,000 new or preserved affordable homes for individuals, families, and communities in need across the country. NEF is Chicago-based and has donated more than \$280 million in grants to support its affiliate LISC's nationwide community development work. To learn more about NEF's impact, innovative financial solutions, and opportunities, visit www.nefinc.org.

We offer a competitive salary, along with a comprehensive benefits package.

NEF IS AN EQUAL-OPPORTUNITY EMPLOYER

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