



DEPARTMENT OF THE TREASURY
COMMUNITY DEVELOPMENT FINANCIAL INSTITUTIONS FUND
601 THIRTEENTH STREET, NW, SUITE 200 SOUTH
WASHINGTON, DC 20005

August 24, 2009

MEMORANDUM TO ALL INTERESTED INDIVIDUALS

FROM: Donna J. Gambrell
Director

SUBJECT: Expression of Interest Announcement for Positions in
the Office of Legislative and External Affairs, CDFI
Fund

LOCATION AND DESCRIPTION OF POSITIONS

The Community Development Financial Institutions Fund (CDFI Fund) is committed to the vision of an America in which all people have access to affordable credit, capital and financial services. We are inviting expressions of interest in joining our staff to assist with educating our customers and stakeholders about CDFI Fund programs. We are seeking individuals with expertise in publicizing, communicating or promoting a community development mission to expand the capacity of financial institutions to provide credit, capital, and financial services to underserved populations and communities in the United States.

The positions are limited term and located in the CDFI Fund's offices in Washington, D.C. Some travel (15 percent) is required.

KEY DUTIES

The purpose of this position is to conduct a wide range of communications and external relations duties and responsibilities (e.g., materials and publications; customer education and communications; press releases, speeches, content for industry publications, etc.) which may include a combination of the following:

1. Develop and implement Brand and Communications strategies.
2. Develop key messages for a wide range of audiences.
3. Write press releases, copy for publications, reports, and other related material.
4. Manage media relations, identify media opportunities and build relationships with key industry media.

5. Serve as Web Manager to ensure messaging is consistent with overall brand and electronic communication objectives.
6. Build and maintain strong relationships with internal and external key stakeholders.
7. Write speeches and prepare CDFI Fund staff for presentations and public appearances.

QUALIFICATIONS

We are looking for candidates who will:

- Provide leadership, direction, and oversight on strategic communications planning, media and public relations, and issues management.
- Ensure the use of strategic and consistent communication practices to inform and engage internal and external stakeholders.
- Provide excellent writing skills, including the ability to write speeches, opinion pieces, press releases and other materials, and be able to work in a fast-paced environment under tight deadlines.
- Serve as an expert in the area of communications, and plan, design, develop, and disseminate information and materials to inform and educate community affairs groups and the public about the CDFI Fund's programs, activities, and services.
- Provide advice and guide senior managers on matters impacting CDFI Fund external (public) relations efforts and its overall external relations programs. Candidate is expected to read widely to be familiar with media coverage and current events regarding community development finance.
- Establish, maintain and leverage relationships with a large variety of offices within Treasury, other federal agencies, media, state and local agencies, community affairs organizations, and render advice as appropriate.

DESIRABLE KNOWLEDGE, SKILLS AND ABILITIES (KSAs)

1. Knowledge of the CDFI Fund's mission, programs, functions, policies, and regulations. An understanding of how existing CDFI Fund policies and programs interact is preferred.
2. Ability to lead and/or manage a communications campaign that provides public affairs support to a community development finance organization. This

includes the proven ability to design, develop and implement both strategic programs and supporting tactics.

3. Mastery of the principles, methods, practices and techniques of communications and marketing.

4. Knowledge of the news and print media to effectively convey CDFI Fund policies.

5. Knowledge of branding principles and tactics through multimedia including the Web.

6. Knowledge of community outreach and partnerships.

7. Mastery of written and oral communication skills, including the ability to quickly grasp complex technical and program concepts and express them in clear language.

8. Strong project management skills with demonstrated ability to multi-task and set priorities within tight timelines and high expectations. This includes the ability to be flexible and open to changing priorities and managing multiple tasks simultaneously within compressed timeframes

APPLICATION REQUIREMENTS FOR INTERESTED INDIVIDUALS:

Interested individuals should apply by submitting the following information to Adam Martinez by email at martineza@cdfi.treas.gov or by fax at 202-622-3077 no later than close of business on Friday, September 4, 2009:

1. Current resume or OF-612, including a description of work experience and education.
2. A narrative response addressing how your skills and abilities relate to each of the eight KSAs listed above.
3. A brief cover letter indicating the reason for having an interest in the assignment and how your experience may be relevant to the positions advertised.

CDFI FUND CONTACT:

Should you have questions or need additional information please contact Adam Martinez at 202-622-2312 or by email at martineza@cdfi.treas.gov.