

Social Impact Manager

Department: Marketing

Exemption Classification: Exempt

Location: On the Road

Annual Salary Range: \$74,356.12 - \$111,534.18

Role:

The Social Impact Manager is responsible for the evaluation, development, implementation, and management of programs and initiatives that are in alignment with Pasadena Federal Credit Union's purpose and strategic goals. The ideal candidate will ensure the Credit Union has a positive impact on community development, engagement and members served.

This role is focused on proactively building relationships with community organizations, identifying, and managing partnerships, leading brand engagement activities, supporting market area initiatives and amplifying and connecting the credit union brand to internal and external stakeholders. This role is responsible for developing and achieving measurable KPIs that demonstrate the value of brand engagement, equity, and impact within the organization and for communities, and partnerships.

The Social Impact Manager is responsible for designing, implementing and supporting broader social impact programs, including sustainability and CDFI-like initiatives, demonstrating the economic value of financial sustainability with credit union resources. The Social Impact Manager must be fluent in Spanish and confident in presenting to a Spanish-speaking audience. They must also be able to independently develop and deliver financial education, health and wellness strategies, programs, resources, and content to improve financial inclusion, access, and capability for members and community groups.

Obtaining cooperation and agreement on important outcomes via frequently complex, senior level dialogues, as well as a professional level of written communication skills are essential to the position; therefore, this individual needs to possess the ability to motivate and influence senior level professionals, requiring a significant level of discretion and adaptability.

This role serves as a positive influence on others by demonstrating a commitment to the Credit Union's Leadership Competencies: Instilling Shared Vision; Strategic Agility; Emotional Intelligence; Communication Skills; Business Acumen; Relationship Skills; and Developing Individuals and Teams.

***Compensation is based on a wide array of factors unique to each candidate, including but not limited to skillset, years and depth of experience, education, and specific location. We are looking for an individual with a proven track record of successfully leading community impact**

efforts, and effectively planning engagement activities to grow the Credit Union's presence in the market. Applicant may be asked to provide samples of past work.

Essential Functions and Responsibilities:

- Lead, develop, and deliver financial education, health and wellness strategies, programs, resources, and content to improve financial inclusion, access and capability for members and community groups. Participates in public engagement through guest speaking, public presentations, and thought leadership opportunities.
- Build, develop, and maintain successful relationships with SEG, community, and strategic partner relationships including interaction with businesses at all levels, to ensure the Credit Union's presence and recognition within the community in which it operates; research and present prospective businesses in targeted markets and develop a plan with the team to pursue leads. Establish and manage student-run school branches to attract members, promote financial wellness, and strengthen relationships with faculty and key decision-makers.
- Assess community and market area needs and execute the credit union's strategy to build strong and sustainable communities in alignment with economic development vision and priorities. Assist in developing, implementing, and measuring social impact strategy to attract new communities and partners; monitor and provide feedback to CMO on campaign effectiveness, develop sales, and onboarding strategy for new communities and organizations.
- Provides data and regular reporting and tracking on social impact activities and outcomes; compiles monthly and quarterly leads and activities report and presents to relevant stakeholders. Develop and monitor metrics to assess the success and impact of community programs.
- Represents the Credit Union at various social/community events and functions, which may fall on weekends or evenings.
- Lead scholarship, grant, and/or sponsorship application and funding process in alignment with our Credit Union goals/designation.
- Performs other job-related duties as assigned.

Knowledge, Skills, and Abilities:

- Bachelor's Degree with an emphasis in Marketing, Business Administration, Communications, Community/Social Development strongly preferred. A teaching background is a plus.
- 8-10 years of similar or related experience.
- Proven track record of professional public speaking in Spanish and English.
- Demonstrated history of building rapport and deepening relationships with existing/new community partners; maintain consistent, regular meetings and communications.

- Possess technical writing skills for the purpose of community outreach emails, communications, presentations, speeches, etc.
- Comfortable with working on weekends and evenings as necessary for community events.
- Knowledge of Credit Union products and services; able to effectively give demos of digital apps and/or services.
- Advanced interpersonal skills for effective staff administration; possess strong working knowledge of business development strategies along with comprehension of complex compliance regulations.
- Proficient working knowledge of word processing, presentation, and spreadsheet programs (e.g., Microsoft Office, Adobe Acrobat, Google Docs).
- Able to clearly and effectively present information internally and externally; comfortable with public speaking and represents the Credit Union in a professional, polished manner.
- Strong organizational skills to successfully manage multiple projects, establish priorities, and meet deadlines.
- Maintain professional interactions, excellent verbal, and written communication skills; a good listener who leads by example.
- Obtaining cooperation (internally and/or externally) is an important part of the role and a high level of interpersonal skills is critical to the success of this position; may require exercising of conflict resolution and resolving issues impacting multiple stakeholders.
- Ability to motivate or influence others is a material part of the role; therefore, diplomacy, discretion, and trust are critical attributes.
- Must possess a valid driver's license and reliable mode of transportation; this role must be comfortable with driving around Los Angeles County.

Physical Demands and Work Environment:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions however, no accommodations will be made which may pose serious health or safety risks to the employee or others, or which impose undue hardships on the Credit Union.

While performing the duties of this job, the employee is regularly required to sit and use hands to finger, handle, or feel objects, tools or controls. The employee is frequently required to talk or hear. The employee is occasionally required to stand; walk, reach with hands and arms; and stoop, kneel, crouch, or crawl.

The employee must regularly lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision, color vision, peripheral vision, depth perception, and the ability to adjust focus.

The noise level in the work environment is usually moderate.

This job description is not a complete statement of all duties and responsibilities comprising the position.