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## Position Description

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**Job Title:** Opportunity Zone Market Manager  
**Role Type:** Contractor  
**Duration:** July 2021-January 2021 (possible extension to-June 2022)  
**Department:** Opportunity Virginia, Virginia Community Capital  
**Reports To:** Executive Director, Opportunity Virginia  
**Date:** June 2021  
**Location:** Remote, Virginia-based

### About Opportunity Virginia:

[Opportunity Virginia](#) is a two-year old initiative at Virginia Community Capital with the mission to encourage the use of the Federal Opportunity Zone incentive to enable positive community impact investments in the Commonwealth of Virginia. Opportunity Virginia provides and ensures fair and equitable access to resources, facilitates productive connections between investors, project sponsors, and communities via an inclusive marketplace, and maintains a pulse on socio-economic impact in Opportunity Zones throughout the Commonwealth.

### About VCC:

[Virginia Community Capital \(VCC\)](#) is a community development financial institution (CDFI) with a mission to create jobs, energize places, and promote an enhanced quality of life. With offices in Christiansburg, Norfolk and Richmond, VCC offers innovative and flexible financial tools. In addition, VCC provides professional advisory services to individuals and organizations in low-to-moderate income and underserved communities.

### Program Background:

After the [Opportunity Zone tax incentive](#) became a reality in 2018, the Commonwealth of Virginia commissioned the creation of an Opportunity Zone marketplace. Initially a 2-year program, Opportunity Virginia has two primary objectives: 1) building and nurturing a place for Opportunity Zone stakeholders to learn and engage, to share project ideas and pipeline, and to link investors with business; and 2) making inclusive and equitable economic growth a priority alongside the market-driven capital flows. Due to success and impact of the program, Opportunity Virginia is continuing efforts through at least mid-2022.

### Position Overview:

The Opportunity Zone Market Manager position will have three essential responsibilities:

- 1) Educate, assist, and empower local businesses, developers, officials, investors, economic developers, and other community interests with the Opportunity Zone incentive. The position will ensure fair and equitable access to Opportunity Zone resources for all localities and interests. Importantly, this position will seek to encourage and enable positive community impact investments in conjunction with financial returns.
- 2) Locate, inventory, and cultivate a pipeline of potential investments in Opportunity Zone communities across Virginia. This role will screen and steer projects to appropriate resources and investors – as well as provide initial technical assistance for community impact investments.
- 3) Attract and match national, regional, and local capital sources to Virginia Opportunity Zone communities. This position will maintain relationships with investors, businesses, developers, local government, community interests, philanthropy and non-profit groups to enable capital flow.

### **Essential Duties and Responsibilities:**

#### ***Community outreach:***

- Proactively provide current and easily accessible program information
- Maintain and provision tools and investment resources for local community, business and economic development leaders
- Engage business proprietors, developers, economic developers and community finance institutions
- Facilitate convenings of investors and investees to generate energy, educate, and help build working relationships between stakeholders
- Maintain focus and commitment to capital pools aimed at social impact investing

#### ***Pipeline inventorying:***

- Identify and locate community impact investments
- Inventory project pipeline with parameters to help matching with potential investors
- Set-up screening of potential investments for several elements, including: Opportunity Zone eligibility, potential financial return, and potential social impact

#### ***Investor relations:***

- Inventory pool of local, regional, and national investors
- Maintain relationships with investors and conduct ongoing outreach
- Understand sector interests and risk tolerance of potential investors
- Provide informative material and field investor inquiries
- Work with internal and external partners to help communities market pipeline

#### ***Transaction support:***

- Proactively match investors to pipeline
- Connect investors to potential investment sponsors
- Assist with locating Federal, Commonwealth, and local government programs and incentives to enable transactions

#### ***Community impact measurement***

- Set up methods and measurements to track socio-economic impact in Opportunity Zones communities

**Qualifications:**

- Bachelor's degree from a 4-year college or university with focus in economics, finance, business, impact investing, community development, or similar fields
- Master's degree in related fields preferred
- 5-10 years of relevant work experience required related to community development finance, community economic development, management consulting, investment banking, commercial banking, real estate development, and/or private equity
- Finance expertise in market research, business case development, transaction modeling, deal structuring, due diligence and underwriting, and pitch book development preferred
- Social impact investing experience a plus
- Excellent verbal, writing, presenting, and communication skills
- Travel within Virginia may be required

**Compensation and Benefits:**

Virginia Community Capital offers competitive contract-based compensation based on experience and skills.

**To Apply:**

Please mail, email, or fax resume with **cover letter and salary requirement** to:

Human Resources

Virginia Community Capital

*7814 Carousel Lane*

*Richmond, VA 23294*

[HR@vccva.org](mailto:HR@vccva.org)

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