



EMPLOYMENT OPPORTUNITY

Assistant Communications Officer – Social Media

About LISC:

LISC is America's largest nonprofit organization dedicated to revitalizing communities. LISC equips these struggling areas with the capital, strategy and know-how to become places where people can thrive. Working with local leaders, LISC invests (about \$1 billion a year) in housing, health, education, public safety and employment. Sharing expertise accrued over 30-plus years, LISC staff bring together key local players to take on pressing challenges and incubate new solutions using an extensive toolkit including loans, grants, equity investments and on-the-ground experience. Headquartered in New York, LISC has 31 local offices and a rural program that reaches 44 states, which altogether serve some of America's neediest neighborhoods.

The national Communications & Marketing Department leads the organization's strategy to promote LISC externally. This effort includes shaping LISC's voice, messaging, content and visual presentation across all media. The department is charged with media cultivation, producing and disseminating publications, and maintaining and expanding our web and electronic presence, including social media, to help LISC meet its goals and mission. The department also advises and guides local office staff on their communications efforts and provides electronic platforms for local office website and e-marketing campaigns.

Position description:

We are looking for an enthusiastic digital/social media communicator to transform LISC's social media presence. We currently manage multiple (national and local) accounts through Twitter, Facebook, Instagram and LinkedIn. The assistant communications officer's (APO) main responsibility will be to generate content for our national accounts, but she/he will also support our 31 local offices across the country to ensure they have a lively, engaged presence in social media. We are looking for a creative candidate who has a keen understanding of the ever-changing digital landscape, and is capable of keeping us current and introducing new ideas for LISC communications. The ideal candidate will also have some knowledge of, and heart for, showcasing the challenges and opportunities for Americans who are struggling to get by.

Responsibilities:

- Write, post and construct social media content for LISC's main social media platforms, which may include maintaining the accounts for LISC's executive leadership.
- Help LISC continue to grow its social media audience.
- Monitor all of LISC's social media accounts (national and local) and respond accordingly.

- Proactively plan and implement campaigns for LISC’s social media platforms to promote LISC’s and the community development industry’s message and value. Campaigns should be discrete, goal-oriented and may be centered on LISC, relevant topics, funders, etc. This may include, but not limited to, Facebook Live, Twitter Chats, special hashtag campaigns, etc.
- Develop partnerships with other organizations or social media influencers for mutual benefit.
- Assist and train local office staff on strategizing, creating and maintaining a social media presence.
- Continuously create new guides, tutorials and best practices for using social media as trends and protocols change in the wider social media landscape.
- Monitor the ever-changing social media landscape and propose new ways to use social media and/or new tools as appropriate.
- While mainly responsible for social media, the APO will work closely with the communications staff to create and disseminate content in multiple ways: social media, web, e-marketing, and traditional media avenues.
- Provide analysis of social media traffic and user behavior and suggest improvements based on data.
- Other general communications duties as directed.

Qualifications:

- Bachelor’s degree and 2-4 years of experience in related employment recommended
- Strong experience working in social media for organizational purposes
- Experience working effectively in a team environment
- Ability to communicate effectively with staff members who have varying levels of technical knowledge
- Knowledge and interest about current trends in social media use, content and functionality
- Fanatical attention to detail
- Good writing and documentation skills
- Experience with mobile apps is a plus
- Excellent organization and time management skills
- Excellent editorial judgement
- Interest in the field of community development is a plus

Should be proficient in:

- Hootsuite
- Twitter, Facebook, LinkedIn, Instagram
- Photoshop, InDesign or similar
- SEO best practices
- Google Analytics, Google Photos

Working knowledge of:

- Google Webmaster tools (to monitor health and reputation of web properties)
- Google Maps and other web apps
- Google Ad Words (use our google grant award to promote LISC initiatives, events, etc.)
- Adobe creative suite
- E-marketing tools

LISC offers a competitive salary and excellent benefits. This is a full time position based in New York City.

Please send resume, cover letter, and relevant samples of digital work to:

Michael Tang

Vice President/Communications

LISC

501 Seventh Avenue, 7th Floor

New York, NY 10018

Email: communicationsjobs@lisc.org Fax: (212) 687-2698 No Calls Please.