POSITION TITLE: Communications Officer – Social Media
REPORTS TO: VP – Communications
JOB CLASSIFICATION: Exempt / Full Time
LOCATION: New York, NY (Preferred)

The Organization

What We Do
With residents and partners, LISC forges resilient and inclusive communities of opportunity across America – great places to live, work, visit, do business and raise families.

Strategies We Pursue
- Equip talent in underinvested communities with the skills and credentials to compete successfully for quality income and wealth opportunities.
- Invest in businesses, housing and other community infrastructure to catalyze economic, health, safety and educational mobility for individuals and communities.
- Strengthen existing alliances while building new collaborations to increase our impact on the progress of people and places.
- Develop leadership and the capacity of partners to advance our work together
- Drive local, regional, and national policy and system changes that foster broadly shared prosperity and well-being.

Over the last 40 years, LISC and its affiliates have invested approximately $20 billion in businesses, affordable housing, health, educational mobility, community and recreational facilities, public safety, employment and other projects that help to revitalize and stabilize underinvested communities. Headquartered in New York City, LISC’s reach spans the country from East coast to West coast in 36 markets with offices extending from Buffalo to San Francisco. Visit us at www.lisc.org

Position
We are looking for a digital/social media communicator to raise the profile of LISC’s social media presence. We currently manage multiple accounts through Twitter, Facebook, Instagram and LinkedIn. The communications officer’s responsibility will include generating and pushing out content for the national social media accounts. They will also support our network of local and programmatic social media accounts.

We are looking for a creative individual who has a keen understanding of the ever-changing digital landscape, and is capable of keeping us current, innovative and lively. The ideal candidate should also have some knowledge of, and heart for, highlighting the challenges
and opportunities of Americans in underserved communities and ways to bring greater awareness of their struggle and success.

Responsibilities:

- Write, post and construct social media content for LISC’s main social media platforms, which may include maintaining the accounts for several 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 centered on messages important to LISC. Campaigns should include use of strategic paid promotion.
- 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.
- 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.
- 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 from an accredited college or university.
- Minimum 2-4 years of work related experience in Communications.
- Strong experience working in social media for organizational purposes
- Proficient in Hootsuite, Twitter, Facebook, LinkedIn, Instagram, Graphic design (Canva), 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
- Experience working effectively in a team environment
- Ability to communicate effectively with team members who have varying levels of technical knowledge
- Knowledge and interest about current trends in social media use, content and functionality
- Exceptional 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
To Apply:
For consideration, please send cover letter and resume to communicationsjobs@lisc.org

LISC IS AN EQUAL OPPORTUNITY EMPLOYER
COMMITTED TO DIVERSITY EQUITY, INCLUSION AND JUSTICE