

Lawrenceville Corporation

Job Description: Marketing & Communications Coordinator

(Part-time position – 20 to 25 hours per week)

Job Summary

The Marketing and Communications Coordinator is responsible for implementing Lawrenceville marketing strategies and communications as well as with assisting in the general operations of the Lawrenceville Corporation. The Marketing & Communications Coordinator represents the LC in interactions with the community (residents and institutional leaders), elected officials and agency representatives, and assists the Executive Director, Business District Manager, and Finance Manager in duties including community event planning, development of communications tools (web, e-mail & print) and development of databases. Marketing & Communications Coordinator reports directly to the Executive Director and works closely with Business District Manager. This position is a part-time position with expected hours of work between 20 – 25 hours per week.

Essential Duties & Responsibilities

Performs duties and responsibilities which may include any combination of the following tasks:

Communications

- Develop and distribute all neighborhood marketing and advertising materials including electronic communications, program brochures, letters, fliers, postcards, etc. collaborating with other LC staff and professional designers as appropriate.
- Coordinate all media and marketing activities that promote Lawrenceville to local and regional audiences.
- Maintain all existing websites managed by the Lawrenceville Corporation, including events calendar, on-line property listing, and other features.
- Develop and maintain all social communication tools with members and business district personnel (i.e. Twitter, Facebook and My Space).
- Develop, write and layout regular print or electronic newsletters for distribution to a variety of audiences including funders, business owners, residents, shoppers and others.
- Develop and write original content for press releases and fact sheets on various aspects of the LC's work.
- Build and maintain working relationships with editorial staff and reporters from local and regional media outlets.
- Develop and maintain databases for members, funders, businesses, tenants, media, etc.
- Develop and write articles for inclusion in local magazines and newsletters.
- Represent LC at community, city and regional events and meetings.
- Field inquires about Lawrenceville from interested parties about community tours.
- Attendance at evening meetings is required.

Event Planning

- Plan and execute all aspects of the LC's regular membership meetings and Annual Membership Meeting.
- Plan and execute all aspects of community-wide meetings.
- Work with Business District Manager in planning and executing business member events.
- Be the liaison with other community events including Blossom Tour, Cookie Tour, Art All Night, etc.
- Attendance at evening and weekend events is required.

Administration

- Assist other staff members with day to day office administration.

- Maintain organizational records, files and databases.
- Attend required committee and board meetings; assist with the taking of minutes, preparing of reports and setting of agendas.
- Provide support to Executive Director along with other related duties as assigned by the Executive Director.

Education, Experience & Abilities

- Bachelors degree in English or Marketing and two or more years of experience in communications, marketing and program management.
- Familiarity with the Lawrenceville community; knowledge of community and small business development a plus.
- Ability to communicate effectively and professionally, both orally and in writing. Professional writing experience required.
- Strong organizational skills with a keen attention to detail.
- Positive and professional attitude; strong work ethic
- Must understand the publication process from initial design to printing and distribution.
- Ability to exercise sound judgment concerning budget expenditures; funder, community and political relationships; partnership arrangements with local organizations.
- Demonstrated analytic, conceptual, planning and implementation skills.
- Ability to work independently and collaboratively in a small non-profit environment.
- Must be willing and able to travel out of town occasionally for work-related meetings, trainings and conferences.
- Proficient software skills and proven experience using MS Operating Systems, Adobe Creative Suite: InDesign, Photoshop and Illustrator. Familiarity with Dreamweaver (web) and webs-site management software a plus.
- Reliable transportation is required.
- Data base design and management a plus.

Salary Range and Benefits

Salary is commensurate with experience and ranges between \$11.50 and \$13.00 per hour.

Please do not contact the Lawrenceville Corporation by phone regarding this position. Cover letter, resume and 3 references should be sent to HR@Lawrencevillecorp.com or mailed to Lawrenceville Corporation, Suite 114, 100 43rd Street, Pittsburgh, PA 15201.

Applications will be accepted on an ongoing basis until February 26, 2010 at 5 p.m.