



LCW Marketing Resident Job Description

Lawrence CommunityWorks (LCW) is a nonprofit community development corporation that weaves together community planning, organizing, and asset-building efforts with high-quality affordable housing and commercial development to create vibrant neighborhoods and empowered residents. By facilitating conversations and action on community priorities, LCW engages partners and a network of youth and adult residents in opportunities to move themselves and the city of Lawrence forward.

Position description:

The Marketing Resident Position will be primarily responsible for supporting Resource Development Department staff and Lawrence CommunityWorks, Inc.'s Marketing Committee. Marketing efforts could include use of social media, website & blog updates, event attendance, and other outreach to promote LCW. Resident Position is a 1 year commitment of 8 hours/week compensated with housing in the LCW Residency at 55 East Haverhill St.

Primary duties and responsibilities include:

- Assisting in creation of monthly e-newsletter
- Managing outreach/promotion through social media – coordinating across LCW's departments
- Cataloging and organizing LCW photos/videos
- Assisting in website updates and online citywide calendar
- Participating in Fundraising Committee (composed of staff, members, and board) to assist with outreach
- Attending Marketing Committee meetings held once a month

The Resident may be expected to take on other responsibilities as deemed necessary and appropriate to the hours required by the Residency.

Qualifications:

- Commitment to Lawrence CommunityWorks' values
- Strong creative, marketing, and graphic design skills
- Strong speaking, writing, and interpersonal skills
- Ability to work nights and weekends when needed
- Able to manage various tasks/projects at once
- Proficiency in Microsoft Office and social networking technologies. Word Press experience a plus.

Applicants must forward their resumes to:
Lawrence CommunityWorks
Attn: Human Resources Dept.
168 Newbury Street ♦ Lawrence, MA 01841
recruiting@lawrencecommunityworks.org