



Resource Development & Marketing Specialist

Award-winning Lawrence nonprofit, \$5 million budget, seeks full-time Resource Development & Marketing Specialist to support ambitious mission of holistic local revitalization. Position reports to Resource Development Director.

About Lawrence CommunityWorks:

Lawrence CommunityWorks (LCW) is a 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.

I. Fundraising and Resource Development

- Foundation, corporate and government grants management
 - a. Develop a list of viable, high-value foundation prospects – local, state & national – that are a mission match for the organization
 - b. Help cultivate and maintain relationships with foundation staff & trustees including site visits
 - c. Prepare compelling written proposals, LOIs, reports, and collateral materials, using online foundation portals when necessary
 - d. Compile research and support for proposals including review of department reports and statistics on demographics, housing trends, community, etc.
 - e. Maintain funding history and prospect database and files
 - f. Assist in maintaining funder correspondence
 - g. Help manage calendar of due dates: proposals, LOIs, reports, and contracts
 - h. Collaborate with program staff to ensure compliance with grant requirements
- Support individual donor campaign (Annual Appeal and special initiatives) including
 - a. Assist in execution of donor stewardship strategies
 - b. Handle logistics and preparation of materials for donor meetings
 - c. Manage and update mailing list and provide logistical support for mailings and other donor solicitation efforts
 - d. Support implementation of special events (logistics and coordination)
 - e. Manage correspondence in collaboration with colleagues including thank you notes, annual reports, invitations, and other cultivation strategies

II. Marketing, PR, and Communications

- Coordinate and facilitate LCW's cross-departmental marketing committee meetings to identify marketing needs and objectives, and implement cohesive branding strategies
- Assist in management and scheduling of social media and website posts
- Design marketing collateral that promotes participation in LCW's programs and accurately portrays branding/messaging that aligns with LCW's mission
- Managing and updating content on LCW's WordPress website
- Create and distribute LCW's quarterly digital newsletter
- Logistical support promoting and covering LCW events (press releases, broadcast media liaison)

- Consulting with management personnel to gather input to identify marketing needs and objectives
- Assist with efforts to effectively “tell the LCW story” by converting program and organizational impact results into promotional materials and well visualized reports.

Qualifications & Experience

- Bachelor’s Degree, plus 3-5 years of experience in grant writing/fundraising
- Direct relevant experience in marketing and/or website administration
- Exceptional writing and editing skills
- Strong creative, marketing, and graphic design skills
- Solid interpersonal communication
- Very well-organized, thorough, & detail-oriented – critical thinking and problem-solving is a must
- Excellent follow-up and follow-through skills
- Ability to work in a fast paced environment with evolving priorities
- Cool under pressure; comfortable with multiple deadlines and responsibilities
- Flexible, adaptable team player that can work independently when needed
- Attend and participate in LCW events and activities (occasional nights and weekends)
- Willingness to learn about and practice LCW’s Network-centric approach to community-building
- Proficiency with Microsoft Office: Word, Excel, PowerPoint, Publisher
- Familiarity or experience with social media platforms, Canva, HootSuite, and WordPress is a plus

Salary range commensurate with experience, vacation, paid holidays and sick/personal time, health and dental insurance (80% subsidized), retirement fund after one year.

To apply, please send resume, cover letter, and a writing sample (NO CALLS PLEASE) to:

Lawrence CommunityWorks, Inc.

168 Newbury Street

Lawrence, MA 01841

recruiting@lawrencecommunityworks.org