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