



**Communications Associate
Job Description
Full-time Non-exempt Position**

Organizational Background: Four passionate Eastside activists who came together formed East LA Community Corporation (ELACC) in 1995. ELACC's mission is to advocate for economic and social justice in Boyle Heights and Unincorporated East Los Angeles by building affordable housing, grassroots leadership, and access to economic development opportunities for low and moderate-income families. Over the 25-year history of ELACC, we have leveraged over \$259 million in investments through community-driven real estate development, mobilized thousands of residents to change policies, served thousands of low-income residents with community wealth services, and we provide quality affordable homes for over 2,900 people.

About the Position: The Communications Associate is responsible for executing a wide range of communications functions, database and events in the Fund Development department and works to support the communication of the organization's initiatives.

The Communications Associate will be working in a collaborative work environment as part of a three-person team and will have great exposure to all aspects of fund development and communications. The Associate must be committed to the goals of the organization and be able to articulate the goals, strategic vision and core values of East LA Community Corporation's mission.

RESPONSIBILITIES:

Communications, Marketing, and Social Media

- Work with Director of Fund Development and Communications to execute and create all supporter and prospect communications as planned for the year, which may include direct mail appeals, online newsletters, annual reports, e-blasts, graphic designs, etc.
- Develop and follow annual editorial and communications calendar of events and social media schedule to ensure that events, news, and programmatic updates are optimally posted, including best time of day for the platform as indicated by research.
- Develop and implement communications campaigns to support ELACC programs.
- Produce well branded PowerPoint presentations for various community outreach events and speaking opportunities for the Development Director, Program Directors and Executive Leadership
- Identify, nurture and maintain relationships with the diversified stakeholders of the organization, including, but not limited to, neighborhood residents, community leaders and representatives of funders and elected officials.

- Provide analysis and evaluation of communications objectives: email, social media etc.
- Create and implement a social media marketing strategy that includes all major social media platforms as appropriate.
- Grow number of social media followers and engagement via creative, entertaining, compelling and informative posts.
- Write, edit, proofread newsletters, memos, and other materials as needed by Development Director, Program Directors and Executive Leadership
- Draft all media communications, and coordinate media outreach tracking all garnered media coverage
- Create visual assets for social media and collateral materials

Donor Database Administration

- Serve as lead staff managing the donor software program. Conduct gift-tracking and provide donor acknowledgement letters. Ensure accurate record-keeping of contributions.
- Write and revise database procedures (as needed.) Responsible for upholding best practices in database administration
- Develop custom reports and provide analysis.
- Produce mailing lists, audience attendance and target, and other reports.
- Ensure accurate record-keeping and acknowledgement of contributions and ensure donor records are complete

Special Events

- Help coordinate fundraising or cultivation events as planned for the year. Responsibilities can include:
 - Assist in planning event logistics, participating and delegating to event committee
 - Following the work plan and timeline for the year for events
 - Help prepare all written material for events; can include invitation production, emailing or mailing, managing RSVP database
 - Draft solicitation letters to vendors, donors, and related correspondence
 - Create flyers, signage, program booklets, or any other printed material as needed
 - Maintain files and oversee correspondence
- Serve as communications support for community events, rallies, etc.

Key Responsibilities:

- Attend and actively participate in required educational programs, departmental meetings and staff meetings
- Update job knowledge by participating in educational opportunities, reading professional publications, maintaining personal networks and participating in professional organizations
- Support the development and implementation of a multi-faceted communications plan, which include message development, web presence, advocacy, and social media to educate, motivate, and influence target audiences.

- Assist in cultivating and maintaining relationships with neighborhood residents, community leaders and representatives of funders and elected officials.
- Assist in cultivating and maintaining relationships with national, state, and local journalists who cover immigration, social justice, and civil rights issues.
- Identify opportunities for communications engagement, and provide front-line support in drafting content, including talking points, press releases, op-eds, blog posts, factsheets, and digital content like social media.

Job Experience & Qualifications:

- Bachelor's degree in communications, journalism, business or non-profit management preferred.
- 1-2 years of fundraising, marketing, creative writing, public relations and/or communications experience.
- Experience producing materials for digital communications, social media, graphic design, and websites.
- Experience as or working with journalists and members of the media is a plus.
- Intermediate proficiency in Adobe Suite, Photoshop, Microsoft Office and some experience with CRM database management.

Core Competencies:

- Motivated self-starter with demonstrated good judgment, critical thinking, flexibility, resourcefulness, and problem-solving abilities.
- Excellent written and verbal communication skill are required, along with a demonstrated ability to compose and edit effective, thoughtful, and strategic communications across a variety of platforms.
- Strong interpersonal skills and an ability to work collaboratively with others in a team environment.
- Ability to manage multiple projects simultaneously, while maintaining a firm grasp on individual project details and deadlines.
- Experience implementing a communications strategy via social media, earned media, and digital media, as well as at events and through other channels.
- Experience in communicating complex issues to a variety of audiences.
- Strong, detail-oriented organizational skills are required, as well as the ability to follow projects through to completion.

Other Skills, Abilities, and Qualifications:

- Bi-lingual in Spanish is required
- Have a reliable vehicle for transportation; maintain a safe driving record throughout employment.

- Have a reliable cellphone to capture content for social media duties (cell phone stipend provided).
- Familiarity with Boyle Heights and East LA a strong plus.

Compensation: This is a full-time non-exempt position with a competitive benefits package that includes health, dental, retirement, and life and disability insurance. ELACC is an equal opportunity employer.

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Email cover letter and resume to:

Director of Human Resources

East LA Community Corporation

Email: jobopportunities@elacc.org ; www.elacc.org