



COMMUNICATIONS + OUTREACH COORDINATOR

Position Description

BACKGROUND

The Lawrenceville Corporation is a nonprofit, 501(c)(3) community development corporation that was formed in January 2009 as a merger of the Lawrenceville Development Corporation (LDC) and the Lawrenceville Business Association (LBA). Since the merger LC has gained local and national recognition for its innovative community plans and programs. Today Lawrenceville Corporation continues to build a more inclusive, equitable, accessible, and sustainable community through real estate development, policy and advocacy, community planning and development, business district management, and communications and marketing.

POSITION SUMMARY

The Communications + Outreach Coordinator at Lawrenceville Corporation (LC) is responsible for assisting the Business District Manager to promote Lawrenceville to local, regional and national audiences, plan neighborhood-wide events, and capture content for Lawrenceville's online presence. This is a full-time, part-time position.

ESSENTIAL DUTIES & RESPONSIBILITIES

Performs duties and responsibilities that may include the following tasks:

COMMUNICATIONS

- Help capture and create content for social media and marketing activities that promote Lawrenceville to regional and national audiences.
- Design content graphics as needed for LC programs.
- Contribute to production and distribution of print and digital marketing materials, collaborating with LC staff, local businesses, community organizations and professional designers as appropriate.
- Contribute to maintenance of lvc.com and exploringl.com, including the online business directory, monthly newsletters, and regular blog posts.
- Help manage and create content for all LC's external communications, including websites, newsletters, annual reports and social media accounts (Facebook, Twitter and Instagram).
- Track and file media stories about the organization and business districts.

EVENT PLANNING

- Work with Business District Manager to plan and execute various events, including holiday season shop, small business, sidewalk arts, pop-up markets, and more.
- Serve as community liaison between the LC and local businesses, community organizations, designers, publishers, vendors, etc.
- Provide administrative event support including creating and tracking budgets, event registration, implementing marketing plan including social media promotion, collateral material design, of trays, etc., along with event logistics.