



COMMUNICATIONS + OUTREACH COORDINATOR

Position Description

BACKGROUND

The Lawrenceville Corporation is a nonprofit, 501c3 community development corporation that was formed in January 2000 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 an hourly, 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 lvpgh.com and explorebgl.com, including the online business directory, monthly newsletters, and regular blog posts.
- Help manage and create content for all LC's external communications, including: website, newsletter, annual report 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 initiatives, sidewalk sales, pop-up markets, and more.
- Serve as community event liaison between the LC and local businesses, community organizations, designers, publications, vendors, etc.
- Provide administrative event support including creating and tracking budgets, event registration, implementing marketing plan including social media promotion, collateral material design, ad buys, etc., assist with event logistics.



- Attendance at events required, including occasional evenings and weekends.

OUTREACH

- Attend evening meetings and weekend events as needed.
- Flyer and meet with businesses to communicate relevant event programming and other LC programs.
- Take meetings with new businesses opening in Lawrenceville with the Business District Manager.
- Recruit and sign up Lawrenceville businesses for ExploreBGL.com.
- Assist with Annual Membership Drive mailing.

ADMINISTRATION

- Assist LC staff with day to day office administration.
- Track and file media stories about the organization and business districts.
- Maintain well organized paper and digital records, files and databases for members, funders, businesses, media, events, etc.
- Attend required committee and board meetings; assist with the taking of minutes, preparing of reports and setting of agendas.
- Other duties as assigned.

EXPERIENCE AND ABILITIES

- One or more years of experience in communications, marketing and event management.
- Familiarity with the Lawrenceville community; knowledge of community and small business development a plus
- Prior work experience with writing, photography, and graphic design
- Strong verbal and written communication
- Strong organizational skills with a keen attention to detail
- Professional and positive attitude with a strong work ethic
- Ability to work both independently and collaboratively in a small non-profit environment
- Proficiency with Google Suite and WordPress
- Familiarity with Adobe Creative Suite, Canva and/or email database (MailChimp)

EXPECTATIONS

- 10-15 hours per week
- \$15-\$17/hour
- This position reports to and is evaluated by the Business District Manager.

HOW TO APPLY

To apply for this position, please email with subject line "Communications and Outreach Coordinator", attach your resume and a portfolio or 2-3 examples of relevant work to abi@lawrencevillecorp.com.

Submissions will be reviewed on a rolling basis until the position is filled, and candidates are encouraged to submit their resume by October 15, 2022.

Lawrenceville Corporation is an equal opportunity employer, committed to hiring and supporting a diverse workforce. We encourage individuals of all backgrounds and perspectives to apply.