



EAST LA COMMUNITY CORPORATION

Position: Communications Associate, Full-time Non- Exempt

Communications Associate Job Description: ELACC is a dynamic, multi-faceted organization. The Communications Associate is part of the Fund Development and Communications Department. 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 strategic vision and core values of East LA Community Corporation's mission.

East LA Community Corporation (ELACC) is a Los Angeles-based non-profit community development corporation that advocates for economic and social justice in Boyle Heights and East Los Angeles by building grassroots leadership, developing affordable housing and neighborhood assets, and providing access to economic development opportunities for low and moderate-income families.

Key Responsibilities:

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 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.

Communications, Marketing, and Social Media (primary)

- 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.
- Produce well branded PowerPoint presentations for various community outreach events and speaking opportunities for the Development Director, Program Directors and Executive Leadership
- 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
- Develop and update general brochures, media kits, key messages, fact sheets, & other collateral as needed
- Coordinate photography for/of events, activities, etc. for use in publications, media, etc. and ensure appropriate releases are signed and filed; maintain graphic and photo files.
- Support department with execution of other key projects and strategies including all event-planning activities.

Donor Cultivation (secondary)

- 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.
- 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.

Special Events (secondary)

- 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
 - Help prepare all written material for events; can include invitation production, emailing or mailing, managing RSVP database
 - Create flyers, signage, program booklets, or any other printed material as needed
- Serve as communications support for community events, rallies, etc.

Other (<5% of the position)

- 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

Job Experience & Qualifications:

Bachelor's degree in communications, journalism, business or non-profit management preferred.

1-2 years of fundraising, marketing, creative writing 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 judgement, 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:

- 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 plus.
- Bi-lingual in Spanish is a plus

Compensation: Competitive salary that is based on experience. This is position is full-time non-exempt. Medical/health insurance benefits are provided with this position, including paid holiday and office closure days.

ELACC is an Equal Opportunity Employer.

Email or Fax resume and salary history to contact below. Position open until filled.

Katty Pollicino, Director of Office Operations, Email: kpollicino@elacc.org, FAX: (323) 261-1065

www.elacc.org