

Job Description

Title: Communications Manager

Role: The Communications Manager is responsible for overseeing and implementing LASP's communication with key audiences including donors, volunteers, attorneys in LASP's service area and clients. LASP provides free, civil legal services to low income residents of Bucks, Chester, Delaware and Montgomery counties. The position is located in Norristown.

Responsibilities:

- Develop the annual communications calendar in collaboration with Development Director and other staff in order to strategically share information with key LASP audiences.
- Monitor calendar, produce planned content in a timely way, and identify new/emerging opportunities. Work with LASP staff to identify stories, newsworthy events and important issues and coordinate with other staff producing content to ensure deadlines are met.
- Create regular communications to various groups including LASP donors, attorneys in the LASP service area, volunteers and clients. Communications include electronic and print newsletters, annual report, website updates, articles for county Bar publications, press releases, op-eds, and other communications
- Develop content for fact sheets, brochures, pamphlets and posters.
- Track and measure the level of engagement of electronic communications.
- Create and maintain a 'story library' of client impact stories; interview clients and attorneys and obtain needed releases from clients.
- Help LASP build and maintain an organized image library for use in publications.
- Manage LASP's social media presence including Facebook and Twitter.
- Identify stories of regional importance and make pitches to local and regional media with a goal of increasing awareness of LASP's work in the 5-county region.
- List management as needed to ensure that email and print lists are up to date and inclusive.
- Fully comprehend, articulate and reflect in professional practice LASP's mission, vision and goals.
- Ensure content accuracy while meeting deadlines.
- Work with and manage outside graphic designers, printers and other vendors as needed.
- Other duties as assigned.

Skills required:

- Strong writing and design skills
- Experience writing and designing website, email marketing and print content
- Experience with InDesign, PhotoShop and Illustrator preferred. Experience with Drupal Content Management System preferred.
- Experience using social media to reach organizational objectives
- Familiar with creating and using video content
- Able to handle multiple tasks at one time
- Able to meet deadlines
- Able to work independently while functioning as a part of a team
- Experience in a communications role with a non-profit agency preferred
- Bachelor's degree preferred.

Time: Part time, approximately 15-20 hours / week.

Please submit resume and cover letter to:

Ann Tydeman-Solomon
Director of Development
Legal Aid of Southeastern Pennsylvania
625 Swede Street
Norristown, PA 19401
asolomon@lasp.org

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