



Position Announcement – November 21, 2017

Position Title: Public Relations & Marketing VISTA

Reports To: Vice President of Communications

Location of Job: Chicago, IL

Organizational Description: The Sargent Shriver National Center on Poverty Law (Shriver Center) is a not-for-profit organization that provides national leadership in advancing laws and policies that secure justice to improve the lives and opportunities of people living in poverty. We work directly to win positive change through our specific advocacy initiatives and we provide a range of professional development resources that support and mobilize the national network of advocates engaged in those efforts. We engage in a broad range of interrelated policy areas and accomplish our mission through programs involving legislative and administrative advocacy and education, policy development, litigation, organizing, communications, and training.

At the Shriver Center, we know that a richly diverse mix of professionals makes organizations more effective. As such, we make demographic and experiential diversity a hallmark and priority of all our work.

Responsibilities:

The Public Relations & Marketing VISTA helps to strengthen the marketing and advocacy campaign efforts of the Shriver Center by participating in the following areas:

- Assists with the design, development, and distribution of Shriver Center online and printed marketing materials, including brochures, letters, invitations, and annual reports.
- Supports content development for Shriver Center web pages, social media, and blog.
- Supports Marketing Director with managing Google AdWords account, tracking key metrics in Google Analytics, email reports, and HootSuite Reports.
- Helps maintain a marketing-related constituent database by assisting with research and entering new constituents and updating data as needed.
- Assists Marketing Director in creating and carrying out marketing and advocacy campaigns to help generate revenue, increase advocate participation in educational programs and advance advocacy efforts.
- Assists with press relations, compiling media contact data, drafting releases, and tracking coverage.
- Generate daily digest of news coverage on poverty-related issues and federal, local and state policy.
- Assists with video editing.
- Other duties as assigned.

Qualifications:

- Excellent computer skills, including proficiency in web-based research, media monitoring tools, customer relationship management database (CRM) and Microsoft Office.
- Preferred proficiency in Adobe Creative Suite (InDesign and Photoshop) and HTML & CSS
- Excellent writing skills.
- Strong attention to detail.
- Good interpersonal skills; Comfortable working in teams.





- Excellent organizational and time-management skills; able to manage multiple projects and deadlines.
- Knowledge of, interest in, or previous experience in marketing a plus.
- Bachelor's degree in communications, business, marketing, journalism or information technology preferred.

Salary/Benefits: Please note that this is a one-year volunteer position with benefits funded by the AmeriCorps*Volunteers In Service to America (VISTA) program. Benefits include a monthly living allowance, a health plan, a transportation stipend, and, after successful completion of the term, an Education Award that can be used to repay student or for future education expenses. Federal student loans may be deferred during the twelve-month commitment.

Opening/Closing Dates: Open immediately; closed when filled.

Applications: To be considered for this position, please send a cover letter, résumé, and references to Ambar Mentor-Truppa at hr@povertylaw.org. In addition, please include samples of your graphic design work and/or writing sample, if available. VISTA position begins February 5, 2018.

Visit www.povertylaw.org for more information about the Shriver Center.

