



Marketing & Communications Specialist

The League of Women Voters of Illinois (LWVIL) seeks an experienced communications professional to help advance the League's mission to spur active participation of voters and influence public policy through education and advocacy. The position is responsible for creating and implementing an organizational communications strategy and management of the LWVIL brand on digital platforms including website and social media. The position is also responsible for coordinating with individual League chapters to achieve consistent branding and professional communications. Position combines writing skills, digital marketing, and technical acumen to bring greater brand awareness and increase engagement with LWVIL. Work environment is a small, casual downtown office.

Essential Job Functions

Website Management and Maintenance

- Manage lwvil.org website content, ensuring relevance, consistent theme and tone of voice;
- Coordinate with various program areas to meet LWVIL's strategic objectives.

Social Media Management

- Develop and implement social media strategy;
- Work to raise online presence with measurable results;
- Publish messages/posts to selected social media platforms.

Content Creation

- Engage with Executive Director, Board committees and volunteers to research and write articles, messages and posts, including content intended to inspire policy-related actions and engagement;
- Develop and execute an editorial calendar;
- Create specific, strategic messaging to attract and engage a more racially and socioeconomically diverse constituency;

- Write, edit and publish e-newsletters for internal and external audiences.

Press Releases and Traditional Media

- Develop a comprehensive statewide media strategy designed that disseminate our media strategy;
- Write and publish PR on LWVIL accomplishments, events, etc.;
- Assist with identifying opportunities for visibility in external publications and broadcast media across the state;
- Prepare talking points for League spokespersons;
- Track media coverage of LWVIL and local League chapters, and maintain and develop media contacts.

Fundraising Communications

- Create content in support of Fundraising Plan;
- Contribute to communications strategy for existing and potential donors.

Brand Management

- Ensure consistent image both internally and externally;
- Coordinate the appearance of print and electronic materials such as letterheads, use of logo, brochures;
- Maintain effective, cohesive, and engaging brand messaging;
- Identify and evaluate new digital technologies that promote brand awareness.

Qualifications

- 3-5 years of experience in marketing, strategic communications or public relations with demonstrated success, preferably in the nonprofit or association sector;
- Bachelor's degree in communications, journalism, marketing, or public relations preferred;
- Exceptional writing, editing, proofreading, and verbal communication skills;
- Demonstrated copywriting experience: original content, press releases, presentations;
- Experience in the design and execution of marketing, communication and public relations activities;

- Strong familiarity with digital content distribution and SEO tactics;
- Experience working with vendors and overseeing the design and production of print materials and publications;
- Strong creative, strategic, and organizational skills;
- Knowledge of photo and video editing tools (i.e. Adobe Creative Suite) or willingness to learn; knowledge of email marketing providers and customer relationship management tools;
- Commitment to the League's mission and a passion for voting rights;
- Some travel, particularly within the metropolitan Chicago area, is expected.

Submit resume and cover letter to kgrimm@lwvil.org by November 9, 2018.