

## **Communications/Marketing Strategist Description**

**Job Title:** Communications and Marketing Strategist  
**Manager:** Chief Program Officer and the Development Team

### **Mission:**

The National LGBT Bar Association (LGBT Bar) is a national association of lawyers, judges and other legal professionals, law students, activists, and affiliated lesbian, gay, bisexual, and transgender legal organizations. The LGBT Bar promotes justice in and through the legal profession for the LGBTQ+ community in all its diversity.

### **Position Summary:**

The Communications and Marketing Strategist manages external marketing and communications, with needs and priorities driven by the Chief Program Officer and the Development Team. The position handles a high volume of communicative assignments with varying complexity. The position must balance competing priorities and must function efficiently and effectively in a fast-paced professional environment. This position will manage a robust digital media program that integrates the organization's social media, web, and email presences to persuade supporters to take action, gain new followers, and increase the LGBT Bar's visibility. The Communications and Marketing Strategist collaborates with other team members to ensure business success and execution of the LGBT Bar's mission and vision. As the Bar increases its programmatic work, this position is tasked with educating and informing various constituencies about new developments in the scope of our work.

### **Primary Job Responsibilities:**

To perform this job successfully, each primary job responsibility must be performed satisfactorily. Reasonable accommodations may be made to enable an individual with disabilities to perform the primary job responsibilities. Other duties may be assigned to meet business needs. This position has focus on these areas: Communications and Marketing.

Communications: Manage communication activities. Responsibilities include but are not limited to:

- o Pitch stories to LGBTQ and general media outlets.
- o Develop and oversee the communications calendar to ensure timely execution of the program.
- o Find new and exciting ways to reach target audiences.
- o Communicate LGBT Bar news and information via various social media platforms; build and grow an online following to advocate LGBT Bar initiatives.
- o Monitor and control listservs and online forums.
- o Maintain the overall LGBT Bar website presentation and changes.
- o Prepare monthly communications reports for the Executive Director and the Board of Directors.
- o Produce and distribute press releases.
- o Work closely with the Development team on donor and prospect focused communications.

Marketing Support

- o Market projects related to LGBT Bar programs, policy initiatives, and campaigns.
- o Increase profile of the business, through targeted promotional marketing campaigns and strategies.

- o Informed by the priorities of the Program and Development teams, create and regularly update an analytics-driven strategy for growing and optimizing the LGBT Bar's digital presences—social media accounts, websites, email outreach, and online advertisements.
- o Execute that strategy by creating fresh visual and written content that engages current supporters and potential new supporters and drives them to action, drafting social media posts, email campaigns, and advocacy alerts.
- o Assist with advertising aspects of the National LGBT Bar's Lavender Law® Conference & Career Fair.
- o Develop marketing materials, graphics, letters, etc. for other LGBT Bar events and programs.
- o Keep the LGBT Bar's websites up to date, and take point on working with external consultants to implement major changes.
- o Work closely with program and development staff to design new and innovative campaigns to highlight the LGBT Bar's work.

#### Administrative Support

- o Develop and maintain master distribution list(s).
- o Manage projects and special assignments to include establishing objectives, determining priorities, managing time gaining cooperation of others, monitoring progress, problem-solving and making adjustments to plans.
- o Assist as needed with Lavender Law® Conference & Career Fair planning and execution.
- o Perform other duties as assigned consistent with the goals of LGBT Bar.

#### **Qualifications:**

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Experience pitching stories to news and other media outlets
- Exceptional interpersonal skills, exhibits a positive attitude and a professional demeanor
- Exceptional written and oral communication skills, a focused listener
- Strong Microsoft Office Suite skills, advanced user of PowerPoint
- Ability to develop rapport and engender trust
- Ability to work with creativity and flexibility in a fast paced environment while maintaining high work standards
- Ability to work independently as well as collaboratively with internal and external stakeholders
- Ability to follow schedules and meet deadlines
- Ability to prioritize and manage multiple initiatives simultaneously
- Ability to create new processes and demonstrate sound judgment
- Exhibits a high degree of personal initiative
- Strong analytical and organizational skills with attention to detail
- Ability to be diplomatic, resourceful and persuasive
- Ability to anticipate challenges and effectively resolve conflict by identifying opportunities
- Strong affinity for social media
- Commitment to equality for LGBTQ+ people

- LGBTQ+ cultural competency

***Education and Experience Requirements:***

- Bachelor's Degree, required; Advanced Degree, preferred in marketing, communication, business or related field
- Minimum 2-3 years experience minimum of marketing/communications experience, including experience measuring, managing, and analyzing data to improve digital programs
- Some knowledge of website maintenance (e.g. prior experience with a content management system like Drupal or WordPress, knowledge of HTML and CSS)
- Past experience with professional social media, required
- Experience with Mailchimp, highly desirable
- Experience with communication strategies and development, highly desirable
- Experience working in an association, LGBTQ-focused nonprofit, or in a political campaign is highly desirable

**Physical Demands:** The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of the job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Ability to lift approximately 20-25 lbs.

**Work Environment:** The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of the job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Standard office environment

**Travel:** < 5%

**This job description does not imply that the stated requirements are the only expectations for the position. Incumbents are expected to perform any other duties that may be assigned. LGBT Bar has the right to revise this job description at any time. LGBT Bar is an "at will" employer and as such, neither this job description nor your signature constitutes any form of contractual agreement between you and LGBT Bar.**