



**charlotte center
for legal advocacy**

justice lives here.

5535 Albemarle Road
Charlotte, NC 28212
Telephone: (704) 376-1600
Fax: (704) 376-8627

Communications Specialist

Full Time

WHO WE ARE:

Charlotte Center for Legal Advocacy, a non-profit agency that provides free legal assistance in civil matters to low-income persons in Charlotte and Western North Carolina, seeks a Communications Specialist to support the Advocacy Center's programs. More information about the Advocacy Center can be found at our website: www.CharlotteLegalAdvocacy.org.

ROLE:

The Communications Specialist is directly responsible for implementing an integrated, organization-wide strategic communications plan to broaden awareness of the Advocacy Center and to strengthen the Advocacy Center's brand identity across key stakeholder audiences through effective internal and external communications.

RESPONSIBILITIES:

- In coordination with the Chief Marketing Officer, implement the strategy for internal and external communications
- Interview clients, staff, and others to write and gather compelling impact stories and program highlights
- Manage the creation and distribution of marketing materials, such as brochures, rack cards, presentations, etc.
- Direct the distribution of digital communications, including newsletters, action alerts, and client-directed information
- Create, schedule and post social media content, analyzing results to continue improving reach and engagement
- Write blog posts, add content and make ongoing updates to the website through WordPress
- Manage the content development for the Intranet, ensuring engaging content that entices participation
- Help with media relations and community outreach events as needed
- Provide materials to the Advancement department for use in grants and donor messaging
- Support and evaluate results of communication campaigns with the team
- Oversee welcoming messaging and order identity materials for new employees
- Keep inventory and reorder/restock department-specific/marketing materials
- Acquire and maintain a detailed knowledge of the Advocacy Center's policies, principles, and strategies, and keep up to date with relevant developments
- Adhere to the Advocacy Center's style guide, ensuring copy is high-quality and error-free
- Assist with special projects and other departmental responsibilities as needed

KNOWLEDGE AND SKILL REQUIREMENTS:

- Bachelor's degree in communications, journalism, public relations, or a related field
- A minimum of three years of experience in communications strategy development strongly preferred
- Exceptional verbal and written communication skills
- Bilingual with proficiency in Spanish highly preferred
- Effective team player with excellent interpersonal skills, including the ability to communicate diplomatically and professionally with a wide variety of constituencies
- Strong ability to effectively juggle competing, time-sensitive priorities
- Proficient with Adobe Creative Suite, Microsoft Office, and other related technology platforms
- Passion for social justice and the mission and vision of Charlotte Center for Legal Advocacy

WORK SCHEDULE:

Charlotte Center for Legal Advocacy supports a hybrid work schedule with core work hours, Monday - Friday, 8:30 am - 5:00 pm.

SALARY:

This position is a full-time, salary-exempt position. The annual salary range begins at \$43,500 and may vary depending upon experience and skills.

REPORTS TO:

Chief Marketing Officer

BENEFITS:

The Charlotte Center for Legal Advocacy offers a generous leave and benefits package, including medical, dental, and vision coverage at 100% for employees, 22 paid days of General Leave, 12 paid holidays, and 100% employer-paid professional liability.

REASONABLE ACCOMMODATION:

Charlotte Center for Legal Advocacy (CCLA) is committed to the full inclusion of all qualified individuals. As part of this commitment, it is the policy of CCLA to provide reasonable accommodation when requested by a qualified applicant or employee with a disability, unless such accommodation would cause undue hardship. The policy regarding requests for reasonable accommodation applies to all aspects of employment, including the application process. If reasonable accommodation is needed, please contact Julia Lanham at julia.lanham@charlottelegaladvocacy.org.

EQUAL OPPORTUNITY EMPLOYER:

Charlotte Center for Legal Advocacy provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state, or local laws. This policy applies to all terms

and conditions of reemployment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation and training.

APPLY:

Applicants should send a resume and cover letter to careers@charlottelegaladvocacy.org. Please note the position for which you are applying in the subject line.