



Position Title | Community Organizer + Marketing Specialist (Full Time or Negotiated)

Culture | NeighborWorks Lincoln (NWL) is the City's preeminent facilitator of affordable housing, revitalizing neighborhoods and supporting homeownership to keep Lincoln a safe and prosperous community. Since 1986, the community housing development organization (CHDO) has engaged neighborhoods holistically through education, engagement, and real estate development services. A staff of ten full- and part-time professionals coalesce to create a meaningful and mission-driven environment featuring a high level of autonomy for each of the program areas. Staff function independently, but within a team environment that promotes frequent and strategic collaboration that enriches the work and improves outcomes for residents and neighborhoods, alike. NWL is an affiliate of NeighborWorks America.

Community Building and Engagement | This program area contributes to the mission of NWL through expanded community relationships that seek to improve the quality of life for Lincoln residents. We engage residents in neighborhood improvement projects, civic events, advocacy, and leadership development.

Work Plan | The Community Organizer + Marketing Specialist will have four primary charges:

1. Engage directly with residents, stakeholders, and intersectional communities to organize, empower, and advance neighborhoods across Lincoln;
2. Utilize myriad methodologies (public art, gardening, public forums, educational campaigns, multimedia advocacy, etc.) to facilitate bonding and bridging social capital formation and advance key initiatives;
3. Leverage advanced communication skills, empathy, and media sophistication to connect with residents and influencers across multiple venues.
4. Lead the organization's marketing and communications strategy, including social media platforms, civic dialogue, and print materials.

Administrative and development support are included in the work plan of each staff member.

Additional Responsibilities

- Be a regular participant in the civic life of Lincoln's neighborhoods;
- Work with resident leaders to identify neighborhood strengths and challenges in order to define need and collaboratively develop advancement strategies;
- Oversee resident leadership curriculum and identify/recruit neighborhood leaders to help steer the organization;
- Manage projects and revitalization activities, including volunteer and intern coordination;
- Work with the Resource Development Specialist to identify and pursue partnerships and funding opportunities;
- Direct and manage organizational communications across physical, digital, and social platforms;
- Liaise with consultants to ensure effectiveness of brand standards, messaging, and outreach;
- Work with neighborhoods to develop collateral materials and media pieces to aid marketing;
- Regularly participate in dialogue about the mission, vision, and direction of programs and organization.

NOTE: The work plan is flexible and can be adjusted to leverage the strengths and interests of the candidate.

Knowledge/Skills | A bachelor's degree (or corollary practical experience) in urban studies, political science, social work, planning, or related field. Previous community development and advocacy campaign experience preferred



with demonstrated ability to work effectively in diverse settings. Strong written and oral communication skills and proficiency with Microsoft Office Suite required. Advanced understanding of digital communication is also necessary. Successful candidates will be detail-oriented professionals that are self-driven and independent, but enjoy a collaborative, mission-focused environment. They will have an innate ability to build rapport and maintain constructive and genuine relationships with co-workers and clients/client systems as well as possess a working knowledge of appreciative inquiry, systems thinking, privilege, and strengths-based pedagogies. The nature of the job necessitates a flexible schedule, including evenings and weekends as required.

Compensation | \$35,000 to \$48,000 based on education level, skillset, and relevant experience. Candidates engaged in independent consulting/moonlighting are encouraged to apply and raise the possibility of how the work plan might be structured to allow that work to continue.

Benefits | Progressive workplace with paid vacation and sick leave, paid holidays, flexible schedules, professional development support, health insurance (medical/dental/vision), term life insurance, savings plans (HSA, 401K), and mileage reimbursement, depending on full- or part-time status.

Affirmative Hiring Process | NWL practices Equal Opportunity in Housing and does not discriminate based on race, color, religion, sex, familial status, national origin, or disability, and works to affirmatively further Fair Housing (42 U.S.C. §§ 3601-19). NWL affirms its commitment to promoting equity, diversity, and inclusion in all facets of our work and is committed to proactively seeking out and giving candidates of all races, creeds, and backgrounds full consideration.

Apply | Email the following materials to Marti Lee, NWL Operating Officer, at marti.lee@nwlincoln.org. A confirmation of receipt will be provided.

- Cover letter that explains your interest in the position and relevant experience;
- Resume or Curriculum Vitae;
- 3-5 professional references (with contact information).

Candidate materials will be reviewed starting November 2, 2020 with a negotiable start date of December 15, 2020. Additional applications will be accepted until the hire is made or post taken down. Incomplete or illegible materials may be rejected.