

# Communications & Marketing Coordinator, White Plains, NY

## LEGAL SERVICES OF THE HUDSON VALLEY

<http://www.lshv.org>

**Job Type:** Communications & Marketing Coordinator

**Schedule Type:** Full-Time

### About Us

For more than 50 years, Legal Services of the Hudson Valley (LSHV) has been providing free, high-quality legal counsel in civil matters when basic human needs are at stake including: eviction and foreclosure prevention, domestic violence, disability, elder law, healthcare, consumer fraud and more. Our services support almost 600,000 poor and low-income families and individuals who cannot afford an attorney in our seven-county service area. With the gap separating those who can and cannot afford legal representation widening each day, we work to ensure that everyone has equal access to justice, regardless of their ability to pay. As the only provider of comprehensive civil legal services in the lower and mid-Hudson Valley (Westchester, Putnam, Dutchess, Rockland, Orange, Ulster and Sullivan), LSHV is proud to have handled over 12,000 cases impacting nearly 27,500 household members including 10,000 children last year. LSHV is made up of ten offices, and a dedicated and highly skilled staff of attorneys, paralegals and administrative professionals.

Legal Services of the Hudson Valley is dedicated to building a highly skilled workforce that reflects the diverse communities we serve and where everyone feels empowered to bring their authentic selves to work. We are committed to racial justice and promoting equity for all, and we continuously review and strengthen our processes and practices to empower our staff, clients and the communities we serve. Respect is a cornerstone of relationships among our staff. Our affinity groups are self-directed and provide a space for members to support one another and their shared vision. We encourage applications from people of all identities.

### Position Description

LSHV has an immediate opening in our 1 N. Lexington Avenue, White Plains office for a full-time Communications & Marketing Coordinator who is responsible for multiple projects designed to generate awareness for the organization and its programs and to support the development and fundraising efforts of the department. Under the supervision of the Chief Development Officer (CDO), this position coordinates, develops, and implements a comprehensive communications and marketing plan with limited database management.

### Responsibilities Communications:

- Prepare, write, design, and edit communication and marketing materials including: email campaigns, newsletters, press kits, informational pieces, etc.
- Assist the CDO in designing, preparing, and disseminating communication materials including: press releases, special appeals, and email campaigns, annual reports, and other designated materials.
- Produce and publish Know Your Rights videos for legal staff throughout the organization.
- Coordinate, write, and design staff testimonials and spotlights.
- Manage and maintain the agency's info box and disperse information as necessary.
- Work with CDO and program staff to support friend-raising and informational events around specific days/activities. For example, the Pro-bono week event.
- Assist CDO with developing and implementing the agency's Strategic Communications Plan in keeping with the Department's Strategic Development Plan.
- Assist the CDO in planning, developing, and coordinating the agency's advertising activities, including print, Internet, electronic, and direct mail, in accordance with the agency's Strategic Communications Plan.
- Participating in donor stewardship efforts in person, via phone, email, or other forms of communication as needed to support the Department's efforts.
- Represent the agency and its programs and activities to various entities, including benefactors, volunteers, community leaders, etc.

### Responsibilities Marketing:

- Manage and maintain the agency's website and social media presence and all the content therein.
  - Including but not limited to creative content creation, disseminating legal materials from program staff, paid social media advertisements, etc.
  - Interact and train other staff to manage items
- Create and maintain a monthly social media communications calendar.
- Research, write, and design client vignettes for marketing materials.
- Conduct photo and video shoots for photo libraries, agency events, and other promotional activities.
- Assist with the maintenance and tracking of event financial budgets and attendee information, as well as all records and details assigned.
- Provide analysis on the impact of marketing/communications campaigns.
- Assist in preparing basic reports from Legal Server as requested.
- Attending and supporting LSHV events as needed and assigned.

- Assisting the Development staff in the completion of all department goals and objectives.

**Requirements:**

- Bachelor's degree in business, marketing, communications, or related field.
- Strong knowledge of database management and computer proficiency required. Donor Perfect database expertise is a plus.
- Proficient with Microsoft Office, Adobe InDesign, Google Suite, Canva, content management systems, and social media platforms a plus.
- Excellent analytical and problem-solving skills, as well as meticulous attention to detail, ability to prioritize workload, and meet deadlines.
- Strong written, verbal and interpersonal skills.
- Flexible team player, willing to work occasional evenings.

**Salary:** DOE, union scale, with excellent benefits. After a brief probationary period, this position may permit work from home up to two days per week.

**Please apply through this link and include cover letter, resume, writing sample and three references:**

**[Communications & Marketing Coordinator - White Plains, NY - Legal Services of the Hudson Valley](#)**

Legal Services of the Hudson Valley is a proud equal opportunity employer. People of all races, color, religion, gender, sexual orientation, gender identity, national origin, age, disability and veteran status, are strongly encouraged to apply.