

## **Communications & Development Associate**

Established in 1996, Pro Bono Institute (PBI) is a nonprofit organization with a mandate to explore and identify new approaches to help the poor and disadvantaged who are unable to secure legal assistance to address critical problems. PBI identifies and develops innovative programs and undertakes rigorous evaluations to ensure that these new approaches are workable and effective.

The Communications & Development Associate will work with the Director of Development and the Director of Strategic Communications to develop and implement a comprehensive marketing and communications strategy for the organization involving seminars and events, hardcopy and electronic print materials, digital communications (websites and social media) and branding initiatives. The Associate will also support PBI's fundraising efforts, including drafting materials, donor outreach and internal administration. The position requires significant communications and technology experience, with exceptional writing, editing, and proof-reading skills, and the ability to research and analyze data and communications metrics. The Associate must be creative, organized, energetic, and detail-oriented, with the ability to multitask, and work closely with a variety of personalities.

### **Responsibilities include, but are not limited to:**

- Draft written materials including press releases, marketing emails, publications, and web content for PBI and Corporate Pro Bono (CPBO) websites, social media accounts, and semi-weekly blog posts;
- Layout, edit, and manage the production of PBI's monthly electronic newsletter;
- Edit and proof-read written materials drafted by Law Firm Pro Bono Project and CPBO Project staff, including reports, white papers, publications, collateral, and other materials.
- Manage an editorial calendar for both internal publications and external outreach, as well as podcasts and video interviews;
- Develop text and graphic templates for email blasts and presentation materials;
- Perform basic graphic design work to supplement PBI's professional design work;
- Perform basic photo, video, and audio editing;
- Craft and implement creative, multi-faceted social media strategies for pro bono advocacy and education, positioning PBI as a thought leader on core social channels;
- Maintain PBI's social media platforms through dynamic community engagement strategies;
- Support communications and development efforts through regular and focused analyses of data and metrics;
- Provide marketing support for development efforts, including engagement strategies with key supporters, assisting with grant solicitations and donor letters, and donor database entry;
- Research foundation, city, county, state, federal, and corporate grant opportunities;
- Assist with the development of grant proposals and letters of inquiry;

- Monitor analytics and develop targeted reports on web platforms, social media, and fundraising campaigns, to increase engagement of key constituencies.
- General administrative support, as needed by operations staff.

**Qualifications:**

- Bachelor's degree required; English, communications, or journalism major preferred;
- 3-5 years work experience in communications, marketing, development or related role;
- Significant experience using and managing social media (Facebook, Twitter, YouTube, LinkedIn) in a professional capacity is essential;
- Exceptional writing and proofreading skills, with a strong attention to detail;
- Expert understanding of grammar, punctuation, and fundamentals of writing and the ability to edit accordingly for internal and external audiences;
- Prior experience with the Adobe Creative Suite (InDesign, Photoshop, Illustrator, and After Effects) strongly preferred and comprehension of HTML and CSS a plus;
- Proficiency in MS Office and a working knowledge of databases (iMIS preferred);
- Must be tech savvy and feel comfortable learning to use new software independently or with minimal instruction;
- Audio/video/photo editing proficiency preferred;
- Ability to work under pressure and meet deadlines in a timely manner;
- Creative thinker with an upbeat, can-do attitude, able to work in a highly collaborative workplace.

**How to Apply:**

Applicants should submit a resume and cover letter describing your relevant experience, qualifications, salary history and interest in the position, as well as a list of references and three brief writing samples (no more than 500 words each) from previous work experience to:

Mr. Chris Niebling  
Operations Manager  
Pro Bono Institute  
1025 Connecticut Ave. NW  
Suite 205  
Washington, DC 20036  
[jobs@probonoinst.org](mailto:jobs@probonoinst.org)

NOTE: Please attach copies of your writing samples (links will not be read). No phone inquiries, please. Resumes will be reviewed as they are received.

This is an excellent opportunity to grow in an evolving position.



Salary is commensurate with public interest compensation levels, depending on experience, and includes a generous benefits package. Pro Bono Institute is an equal opportunity employer, and women and persons of color are particularly encouraged to apply.

*As of July 2016*