



Center for  
Community  
Investment



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## Position Description

**Title:** Assistant Director, Communications, Center for Community Investment (Non-Exempt)

**Reports To:** Deputy Director

**Date:** February 2019

**Organization:** The Center for Community Investment (CCI) at the Lincoln Institute of Land Policy works to ensure all communities can unlock the capital needed to overcome disinvestment and ensure all people have what they need to thrive. We have a well-established framework and approach that community partnerships can use to mobilize investment capital to create opportunities for affordable housing, jobs, fresh foods, and other drivers of good health while making communities more cohesive, resilient, and environmentally sustainable in the face of climate change.

The Center, backed by several major national foundations, encourages innovation and shared learning among a broad set of stakeholders, from mission-driven investors, banks and intermediaries to community leaders, policy-makers, local officials, anchor institutions and others with an interest in achieving better outcomes for all people. The goal of our communications work is to advance the understanding and adoption of our framework, tools and learning across this diverse set of stakeholders in order to accelerate and scale practices that result in equitable outcomes.

**Location:** Washington, D.C. (*preferred*); some domestic travel will be required.

### The Role:

This is a new position in a new organization, signifying a deeper investment in communications as an important tool for change. We are seeking a creative and curious self-starter with exceptional writing, editing and project management skills to develop, implement and steward our communications initiatives. Responsibilities will involve some writing, helping to shape key messaging and narratives, and a major effort to mastermind and manage CCI's communications processes and products, which include content produced by CCI program and research staff, as well as freelance writers.

We strongly encourage candidates with an interest and commitment to advancing racial equity and social justice to apply.



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## **Key Responsibilities:**

Duties will evolve and will likely include the following:

### *Communications/Media Strategy*

- Work with leadership and key consultants to develop and implement communications plans and media strategies that advance the strategic priorities of the Center
- Monitor and evaluate content and strategy effectiveness through analytic tools to identify tactics and messages that reach and resonate with key audiences

### *Project Management*

- Manage the CCI editorial process including convening quarterly organization-wide editorial meetings, facilitating individual scoping meetings, hiring and supervising freelance writers, supporting other staff in the writing process, developing timelines and maintaining deadlines
- Manage production of all written materials, including creating production timelines, coordinating internal and external writers, copyediting and proofing, and managing the design process on all print and online blogs, publications, e-newsletter, web content, external presentations and other materials
- Coordinate and project manage all aspects of CCI's creative, digital and multimedia work
- Maintain CCI's website, including webpages, multimedia content, and troubleshooting; manage relationships with web and design firms
- Manage CCI's conference calendar, including drafting and submission of abstracts and preparation of speakers and conference materials when selected
- Work closely with internal colleagues, external partners; hire and supervise writers, designers and other consultants as needed

### *Writing/Content Creation*

- Curate, write, solicit, assign, edit and publish content to advance CCI mission and impact
- Conduct interviews and gather information and background research as needed to carry out writing and project tasks

## **Knowledge, Skills and Experience**

- Bachelor's degree
- Minimum five years of relevant professional experience in writing, communications, public relations, and/or project management
- Excellent writing and editing skills including knowledge of AP style
- Excellent project management and problem-solving skills
- Strong interpersonal skills, including cultural competence and sensitivity to



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- diverse perspectives and experiences
- Ability to take initiative
  - Flexible and adaptive approach with the ability to routinely juggle multiple competing priorities and work in teams
  - Eye for design aesthetics and brand consistency
  - Microsoft Office, including Outlook, Word, Excel, PowerPoint
  - Social media experience and skills (desired)
  - Web development and management (desired)
  - Prezi, Drupal, Box, MailChimp, Hootsuite, Twitter and Adobe Photoshop, InDesign, Illustrator experience (desired)

*Interested candidates should submit a cover letter, resume and 1-3 page writing sample to [cci@centerforcommunityinvestment.org](mailto:cci@centerforcommunityinvestment.org).*