



The Bay Area office of the Local Initiatives Support Corporation (LISC) seeks an accomplished marketing and communications volunteer to help us improve our communications and visibility.

MARKETING AND COMMUNICATIONS VOLUNTEER PROFILE

Are you an established professional interested in using your marketing or communications skills to advance community development? Bay Area LISC is looking for experienced professionals to support us in one or both of the following areas:

- **Communications/Messaging/Media Relations:** You can help us better articulate what we do in plain English on our printed and web communications. We are seeking support developing more effective messaging and marketing copy for our website, collateral, proposals, and other materials. We would like help in developing a media outreach strategy as well as technical assistance in developing newsworthy press releases.
- **Visibility:** You can help us improve our visual identity and marketing materials to better reflect the quality and impact of our organization. We would like to refine our brand identity and make better use of visual tools, such as maps and diagrams, so we can more clearly describe our work to our target constituencies.

Ideal candidates will possess the following skills and experience:

- At least five years of experience working in the marketing and communications field
- Experience developing web content, marketing collateral, and/or key marketing messages
- Interest in working in the community development field
- Technical proficiency with standard workplace technology
- Graphic design skills are a plus

ABOUT LISC

Now active in 30 cities around the country, the LISC is the nation's largest nonprofit intermediary in the community development and affordable housing fields. Bay Area LISC has been working since 1981 to support locally driven community development efforts to improve the quality of life in low-income Bay Area communities. We help community-based organizations transform communities and neighborhoods into healthy ones - good places to live, do business, work, play, and raise families. Our strength lies in our strong partnerships with the public, private, and nonprofit sectors and our commitment to locally based community revitalization. We marshal resources from around the region and the nation, providing capital, skills, tools, and knowledge to grow and sustain place-based initiatives. In the Bay Area, we have financed the construction or

rehabilitation of 11,000 units of affordable housing and more than 1.57 million square feet of retail and community facility space. Nationally we have invested more than \$9 billion in such activities and worked with nearly 2,200 community based groups on a host of programs. For more information about national LISC and the Bay Area LISC program, visit our websites at www.lisc.org and www.bayarealisc.org.

How to volunteer:

If you are interested, please send your resume and cover letter to:

SUBJECT LINE: Marketing & Communications Volunteer

Anna Jennett

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