AmeriCorps VISTA Marketing Coordinator

Land of Lincoln Legal Aid seeks an AmeriCorps VISTA Marketing Coordinator for a one-year, full-time position. Land of Lincoln Legal Aid provides free civil legal services to low-income individuals in 65 counties in Illinois. We are committed to providing justice for those whose voices might otherwise not be heard; to empower individuals to advocate for themselves; and to make positive changes in the communities we serve.

The AmeriCorps VISTA Marketing Coordinator will build capacity of Land of Lincoln Legal Aid by developing/implementing a comprehensive, sustainable marketing plan. The VISTA work with the Manager of Donor Development & Communications to produce relevant content for Land of Lincoln Legal Aid’s website, public relations, and social media platforms.

Responsibilities:

- Develop social media strategies targeting low-income and potential clients
- Create sustainable marketing plan
- Design marketing strategies and campaigns in line with Land of Lincoln’s objectives
- Create wide range of marketing materials to promote Land of Lincoln
- Writing, editing, publishing, and promoting content on a daily basis
- Assist in creating stories and collateral materials
- Help track overall marketing efforts

Qualifications:

- Bachelor’s degree or related experience in Marketing, Graphic Design, Public Relations, or similar subject
- Experience with social media post composition
- Experience with Canva or other graphic design software
- Excellent verbal, analytical, writing, and organization skills
- Computer proficiency required

AmeriCorps VISTA Benefits:

- Monthly Living Allowance
- Health Coverage
- Choice of Education Award or End of Service Stipend
- Training
- Relocation Allowance

Apply through the MyAmeriCorps Portal:
https://my.americorps.gov/mp/listing/viewListing.do?fromSearch=true&id=116847

Land of Lincoln is an equal opportunity employer and strongly encourages applications from people of color, persons with disabilities, women, LBGTQIA+, and gender non-conforming applicants.