

MEDIA AND COMMUNICATIONS DIRECTOR

Lucie's Place is a non-profit organization that opened in 2012 in downtown Little Rock, AR. operates a homeless shelter, intentional living community, and comprehensive care community center. Our purpose is to assist Trans, Gender Non-Conforming, and queer peoples in determining for themselves what wellness looks and feels like. At Lucie's Place we focus on helping people create and work towards sustainable goals that assist them in becoming autonomous. We provide LGBTQ+ young adults with essential and critical services such as: housing and rental assistance, wellness planning and life coaching, clinical health resources and support, and street outreach services.

As the Media and Communications Director you will be our communications liaison between the various community entities we work with which include but are not limited to: local and non-local news outlets, potential sponsors, donors, non-profit and community organizations etc. You will be generating content for our website, social media channels, newsletters, etc. Day to day operations include creating media to support our programming, fundraisers, and our community needs/action calls, and maintaining communication with our donor and volunteer bases. In this role, you will have the space to initiate and manage independent projects, while working mutually with the other team members and volunteers to keep the community abreast of LP operations, and create content that is consistent with our voice.

Core Responsibilities

- Responding to comments and messages on social media platforms
- Create a posting schedule at least bi-weekly that you will adhere to posting from.
- Preparing, posting and monitoring content on social media platforms.
- Assisting with the live coverage of panels, performances, and other events physical and virtual.
- General website administration tasks.
- Manage virtual fundraisers and partnerships.
- Create biweekly newsletters to regular donors.

Graphic design:

- Taking, editing and uploading photo material for the website and social media channels.
- Updating the organization website with resources, forms, information, etc.
- Designing posters/flyers and other promotion material for programs, events, and campaigns.
- Making infographics/prezi presentations for Lucie's Places community education platform.

The ideal candidate would have these skills and qualifications:

Required:

- Experience in communication, marketing, public relations, journalism, media or related field.
- Strong photo, graphics, video and audio editing skills.
- Excellent writing and communication skills and the ability to multitask in a collaborative environment
- **Time Management and Detail Orientation:** Excellent organizational, prioritization, and time-management skills, detail-oriented, including ability to manage multiple tasks independently.
- **Community Familiarity:** Experience working with both the transgender and broader LGBTQ communities, as well as an understanding of the dynamics between different communities within the overall liberation and LGBTQ movements.

Desired:

- Demonstrated experience with mainstream social media platforms, including but not limited to Facebook, Twitter, TikTok, Instagram, and YouTube.
- An interest in storytelling, history, and sharing of knowledge, information and experiences
- Knowledge of design for digital media.
- Ability to create social graphics and short form video with Adobe Creative Cloud.
- Bilingual skills in English/Spanish are a plus.

Education, Experience, and Licensing Requirements:

- **Digital Content Creation Experience:** Three or more years of experience in digital media content production. This experience can be through substantial volunteer roles that include:
 - a. graphic design
 - b. adapting a WordPress website
 - c. video recording and editing
 - d. virtual fundraising campaigns
- **ID:** Possess a valid Arkansas Drivers License/Identification Card, and provide proof of automobile insurance (if possessing a car).
- Must have valid identification and be authorized to work.
- Must be 21 years of age or older.
- Not required to pass state department background check, but must not have any outstanding incidents of sexual, physical or verbal assault.
- **Education:** Candidates can be qualified for the role, regardless of the level of education achieved. **A degree is not required for this role.**

- **Understanding of Racial Justice:** A deep and nuanced understanding of racial and economic justice and systems of inter-connected oppressions including how these issues arise in social justice movements.
- **Understanding of Trans Rights:** An deep and nuanced understanding of issues affecting transgender people as well as an understanding of how racism, classism and other systems of inter-connected oppressions affect trans people.

Pay and Benefits

The rate of pay for the CMD is \$15/hour. If hired, you would be expected to work between 15-20 hours a week with the potential of overtime. This may also include weekends and after-hours events. You will be supervised by the Director of Center Operations. We operate a Community Drop-In Center where work would be based out of, but a large portion of hours can also be completed mobily. Employer-paid benefits include medical; two weeks of paid vacation quarterly; education credits; child care assistance; paid parental leave; access to drop in services and operating programs.

Application

Email your résumé with a letter of interest, indicating how your background aligns with Lucie's Place, including a description of your media skills/interests and previous related experience. Also attach at least 5 examples of your work. Appropriate and relevant examples would be: newsletters, posters and flyers, brochures or websites for organizational programs, social media campaigns and fundraisers.

to: x Freelon at apply@luciesplace.org. Please include "Applying to be the Communications and Media Director" in the subject line of your email.

All applications are reviewed and acted upon as they are received. The position will be filled as soon as the appropriate candidate is found. It is therefore recommended that you submit your materials as promptly as possible. Only those applicants selected for an interview will receive a response. No telephone calls please.

Lucie's Place is committed to providing equal opportunity to all employees and applications. All interested individuals including black people, people of color, women, persons with disabilities, and persons who are lesbian, gay, bisexual, transgender, or intersex are particularly urged to apply.

For more information about Lucie's Place please visit our website: www.luciesplace.org.