

## ***Marketing and Communications Associate***

### ***Overview of CDCLI***

Community Development Corporation of Long Island (CDCLI) was founded in 1969 when government, business and civic leaders on Long Island came together to address the growing demand for affordable housing. That strong tri-sector support continues today.

CDCLI is a regional and national leader in affordable housing and community development, with high standards of performance and a desire to identify and implement creative ways to solve problems and empower residents in the community.

CDCLI is committed to making dreams of long-term economic stability come true. As a chartered member of NeighborWorks®, CDCLI is certified to meet a high standard of fiscal integrity and service performance to assist local residents in achieving their dreams.

### ***The Opportunity***

The Marketing and Communications Associate will join a dynamic Marketing and Development and Communications team who grow and cultivate CDCLI's community through social media, fundraising and ad campaigns, publications, blogs, videos and other stories of our work and impact.

The Associate will contribute to CDCLI's social media and marketing by responding to and engaging with CDCLI's social media audiences, writing and editing personalized content, assisting with our cross-channel communications calendar, drawing upon analytics to measure the effectiveness of our social media, and contributing to our database of stories that portray CDCLI's impact in the community.

This position provides an excellent opportunity to make an impact while learning more about CDCLI's mission and values.

### ***Responsibilities:***

- Act as a social media community manager by responding thoughtfully to comments and questions on CDCLI's social media channels and proactively engaging on social media with peer organizations, funders, community partners
- Create content and engagement strategies for CDCLI's social media accounts with direction from the Vice President of Communications
- Write, edit and proofread content, including event invitations, social media posts, webpages, blogs, publications, marketing email, and more.
- Maintain a calendar of CDCLI's digital communications content
- Working with the leadership team; create the ongoing content to coincide with calendar deadlines and appropriate media platforms
- Run reports on CDCLI's social media metrics
- Participate in departmental meetings by sharing insight about improving CDCLI's content and its distribution
- Create and update a Brand Identity Guide as needed
- Provide support to events staff to ensure event materials are designed, and events are marketed and communicated to further increase engagement

- Provide oversight for all outward facing printed materials (educational materials, training documents, etc.) to ensure brand guidelines
- Perform other related duties as assigned

### ***Qualifications:***

- Commitment to the mission and goals of CDCLI
- Bachelor's Degree with an emphasis on communications or marketing
- At least 3-5 years of direct experience working on social media and/or marketing writing in a professional setting
- Exceptional writing skills, meticulous copy editing and proofreading ability, and a passion for excellence in a final written product
- An understanding of social media platforms, especially Facebook, Twitter and Instagram, and experience successfully engaging online communities
- Adept at conveying complex ideas in clear, compelling, motivational language
- Able to tailor communications to specific audiences
- Comfort with working in a fast-paced environment with competing deadlines
- A strong interest in digital communications trends and best practices
- Team player and collaborator
- Time Management/Multi-tasking
- Computer proficiency in communication and collaboration, productivity, and presentation tools, Skype or Zoom, Microsoft Teams, Word, Outlook, Excel, and PowerPoint or Keynote

### ***How to Apply***

Competitive salary and robust benefits package.

For consideration, please submit resume and cover letter [here](#).

CDCLI is proud to be an equal opportunity organization.