



**Public Affairs Coordinator
February 2021**

Groundwork Lawrence (GWL) seeks a full-time Public Affairs Coordinator, an integral member of the Executive Director's office and the Development and Communications team, providing forward-facing interaction with GWL's policy and advocacy work, administrative support to the Executive Director, and managing the press relationships of the organization while supporting communications and development, furthering the GWL brand, and advancing communication and fundraising goals. This position offers a unique insight to the management of a nonprofit and provides hands-on experience with the workings of a backbone community organization.

Essential Job Functions:

Policy & Advocacy - 35%

Under direction of the Executive Director

- Maintain and build relationships with legislative staff on the state and Federal levels.
- Attend regular meetings of several statewide advocacy coalitions related to public health, environmental justice, food access, community development, and economic stability.
- Identify, research, and track GWL's policy priorities. Keep legislative staff up to date on our priorities and advocate for bill passage as needed.
- Track the state budget process and advocate for funding in certain line items.
- Work with community members to provide testimony for legislative committee hearings, and attend committee hearings as needed (in person or virtual)
- Coordinate the Lawrence Policy Working Group

Communications & Development - 50%

Under direction of the Development Director

- Coordinate the GWL Communications Committee
- Draft press releases and media advisories for events and grant announcements
- Maintain and build relationships with local media outlets and reporters
- Ghost write op-eds and letters to the editor
- In coordination w/policy work, develop communication strategies for engaging community
- Assist with social media postings as assigned
- Assist with grant research, data collection, and grant reporting
- Database support/management
- Assist with donor research and outreach
- Other duties as assigned

Executive Support - 15%

Under direction of the Executive Director

- Schedule meetings and manage calendar for the Executive Director
- Coordinate updates and agenda items for bi-weekly staff meetings
- Support the ED with the administrative needs of the Board of Directors
- Draft monthly ED reports to the Board
- Other duties as assigned

Required Qualifications:

- Must share the values and vision of Groundwork Lawrence with a passion for nonprofit work with a commitment to environmental justice, food access, public health, and economic stability

- Ability to work independently on a variety of projects
- Flexibility to assist with multiple projects as needed with quick turnaround
- Strong communications and interpersonal skills
- Strong writing and editing skills
- Experience with and/or knowledge of the MA legislative process
- Software proficiency with Microsoft Office (Word, Excel, mail merge).
- Ability to work well in a multi-cultural organization in a collaborative fashion
- Bachelor's degree or related work experience in communications, public policy, environmental science, public health, or another Groundwork related field.
- 1-2 years' experience in communications or public policy.

Preferred Qualifications:

- Bilingual in English and Spanish (written and verbal)
- Translation experience
- Experience in a nonprofit setting
- Proficiency with Constant Contact and/or Adobe Creative Suite
- Database experience a plus, particularly Raiser's Edge

Compensation: Salary is \$36,000 - \$42,000 commensurate with experience. Employee benefits include payment of 75% of health and dental insurance, FSA, fresh food benefit, a matched 403b retirement plan, and excellent paid-time off benefits. GWL provides excellent opportunities for advancement and growth within the organization. This position reports to the Development Director and is an exempt, full-time position requiring some evening and weekend hours.

About Groundwork Lawrence (GWL): a nonprofit organization, has been making change happen in Greater Lawrence, Massachusetts since 1999. Through community engagement, environmental and open space improvements, fresh food access, youth education, and employment initiatives, GWL creates the building blocks of a healthy community, and empowers residents to improve their quality of life. GWL achieves results by engaging the whole community – residents, youth, nonprofits, government, and businesses – in the planning and realization of projects. With this collaborative approach, GWL ensures that all stakeholders are mutually invested in the outcomes, the key to stable neighborhoods and sustainable change.

GWL's mission and operations are premised on the understanding that environmental conditions are inextricably linked to the economic and social health of a neighborhood. Therefore, GWL is committed to *“changing places, changing lives, changing systems”* through on-the-ground projects that help to transform local communities. GWL's mission is *“to bring about the sustained regeneration, improvement, and management of the physical environment by developing community-based partnerships which empower people, businesses, and organizations to promote environmental, economic, and social well-being.”*

Hiring Policy: GWL is an equal opportunity employer. We consider applicants for all positions without regard to race, color, religion, creed, gender, national origin, age, disability, marital or veteran status, sexual orientation, or any legally protected status. **City of Lawrence residents are strongly encouraged to apply.**

To apply: Applications will be reviewed on a rolling basis with priority given to applications received by February 19. Please submit letter of interest describing your relevant experience and interests and your resume to: Groundwork Lawrence, Attn: Human Resources, 50 Island Street, Suite 101, Lawrence, MA 01840, fax: (978) 974 – 0882, or hr@groundworklawrence.org.

No phone calls please. Email inquiries may be sent to hr@groundworklawrence.org

