Facilitate a cumulative analysis of the CAPC brand and market awareness of our key programs to develop a comprehensive branding plan within our current and emerging markets.

Develop an intensive digital and social media strategy to increase our target audiences and market segments.

Establish and roll-out a multi-outlet platform for marketing and communicating about CAPC properties.

Develop a system to keep all property listings up to date and create automatic notifications that will assist with client inquiries.

Establish a schedule and content calendar for staff to update, maintain, and expand CAPC's information and existing presence on its website and social media platforms.

Develop and roll-out a strategy for engaging CAPC buyers and renters to create success stories for its website and wide distribution.

Communications Specialist VISTA

Passionate about supporting groundbreaking community development and affordable housing? Do you hope to be a vital member of a mission-based organization making valuable contributions to communities? If so, we have a year-long opportunity for you!

We have partnered with AmeriCorps VISTA (Volunteers in Service to America) to offer a year-long opportunity for you to bring your passion and perseverance where you can have an impact. New Jersey Community Capital (NJCC) is a community development financial institution with a mission to create thriving communities through strategic investments and knowledge. Community Asset Preservation Corporation (CAPC) acquires vacant and abandoned homes, provides needed rehab, and makes property available to low-income families as quality, affordable rental and for-sale housing. With a limited amount of housing available and an unlimited need for affordable housing, CAPC is constantly working to meet the housing needs of families around New Jersey.

CAPC is looking for a VISTA member to dedicate one year to developing strategies and systems to ensure that all families looking for housing can easily find the resources they need. NJCC and CAPC embrace diversity and equal opportunity in a serious way. We are dedicated to forming a team that represents a variety of backgrounds, perspectives, and skills. The more inclusive we are, the better our work will be.

Job Functions

The Communications Specialist VISTA will be primarily driven to improving internal infrastructure and operational facets of marketing activities to develop a comprehensive branding and marketing plan that expands CAPC's image awareness and connect low-income families looking for housing to available units around the state. Working with the CAPC team, you will:

- Facilitate a cumulative analysis of the CAPC brand and market awareness of our key programs to develop a comprehensive branding plan within our current and emerging markets.
- Develop an intensive digital and social media strategy to increase our target audiences and market segments.
- Establish and roll-out a multi-outlet platform for marketing and communicating about CAPC properties.
- Develop a system to keep all property listings up to date and create automatic notifications that will assist with client inquiries.
- Establish a schedule and content calendar for staff to update, maintain, and expand CAPC's information and existing presence on its website and social media platforms.
- Develop and roll-out a strategy for engaging CAPC buyers and renters to create success stories for its website and wide distribution.

Qualifications

Candidates should have a demonstrated interest in the field of community development and an enthusiasm towards NJCC’s mission and vision. NJCC will give preference to candidates based on the following qualifications:

- Passion for community service and a strong customer service attitude.
- College level coursework in Urban Policy or Planning or related courses.
- Demonstrated experience in social media platforms.
Work Location

The position is located at 421 Halsey Street in Newark.

Work Schedule

Business hours run from 8:30 a.m. to 5:00 p.m.

Compensation & Benefits

AmeriCorps VISTA provides a living allowance to cover the cost of food, housing, and other basic necessities during your service. Amounts are low because you are expected to live at approximately the same economic level as the people you are serving. The bi-weekly living allowance stipend for this position based in Newark is $641.20. Federal income tax deductions are withheld from the living allowance. No state, county, or city tax deductions are withheld. You are responsible for paying those taxes as appropriate. AmeriCorps provides options for health care benefits, child care benefits, and a relocation allowance. Each member is eligible for either an Education Award of $6,195 or a $1,800 cash stipend at the end of the full year of service.

To Apply

If this exciting opportunity appeals to you, please apply at the AmeriCorps VISTA site: https://my.americorps.gov/mp/listing/viewListing.do?id=96649&fromSearch=true

Check us out at www.capcnj.org & www.newjerseycommunitycapital.org!