



108 Church Street, 3rd Floor | New Brunswick, NJ 08901 | 732.640.2061 phone | 732.543.1201 fax | www.newjerseycommunitycapital.org

Communications Specialist – VISTA Member

Are you a communications professional who wants to make a difference? Interested in cutting-edge community development, neighborhood revitalization, and developing mission-driven communications strategies? If so, we have a year-long service learning opportunity for you!

At our core, New Jersey Community Capital (NJCC) is a financial organization with a mission to create thriving communities through strategic investments and knowledge. Community Asset Preservation Corporation (CAPC), NJCC's real estate entity, 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.

We have partnered with AmeriCorps VISTA (Volunteers in Service to America) to offer a year-long service learning opportunity for you to bring your passion and perseverance where you can have an impact. The VISTA member will have the opportunity to work with staff to determine current marketing and communication capacity and best practices in connecting low income families looking for housing to available units around the state.

Fulfilling the needs and improving the quality of life of thousands of individuals and families would not be possible without our talented and diverse staff, and motivating environment. 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.

Responsibilities

The Communications Specialist VISTA will employ a comprehensive branding & marketing plan that realizes CAPC's image awareness and enhancement objectives within our target communities. Working with the CAPC team, you will:

- Coordinate the updating & deployment of a comprehensive branding & marketing plan that realizes CAPC's image awareness and enhancement objectives within our target communities.
- Increase collaboration and develop a unified process for marketing and communicating about CAPC properties.
- Develop and grow CAPC's digital presence by establishing a digital "voice" for the organization and growing the number of clients/supporters engaged online.
- Develop and roll-out a strategy for engaging CAPC buyers and renter to create success stories for website and wide distribution.
- Develop and maintain a Communications Standard Operating Procedures (SOP) document.

Qualifications

- Have a passion for community service and a strong customer service attitude.
- Have completed some college level coursework in Communications, Marketing, Journalism, Urban Policy or Planning, Economic Development, or related courses.
- Experience with social media platforms and web design is a plus.
- Proficient in Microsoft Office and any graphic design software.
- Solid understanding of project management principles.
- Outstanding organizational and planning abilities.
- Excellent communication (oral and written) and presentation skills.

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 living allowance stipend for this position in Newark is \$15,269, paid bi-weekly. (Federal income tax deductions are withheld from the living allowance. No state, county, or city tax deductions are withheld. However, you are responsible for paying those taxes, as appropriate.) AmeriCorps provides options for health care benefits, child care benefits, and a relocation allowance. Additionally, each member is eligible for either an Education Award of \$5,920 or an \$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?fromSearch=true&id=105107>