



## WNC Economic Recovery Program - Communications Specialist

### Job Description

Pisgah Legal Services (PLS) is a community-based non-profit legal aid agency governed by a local Board of Directors. PLS has an annual budget of \$7.5 million from a multitude of funding sources. Located in the Blue Ridge Mountains of Western North Carolina (WNC), Pisgah Legal Services provides free civil legal assistance to low-income people in WNC. The organization currently has offices in Asheville, Brevard, Burnsville, Hendersonville, Highlands-Cashiers, Marshall, Newland, and Rutherfordton. With a dedicated staff of 91, including thirty-six attorneys plus program staff, and an active group of 300 volunteer attorneys, the program provides free services to more than 20,000 people per year to meet their basic needs, primarily in the poverty law areas of housing, public benefits, domestic violence prevention, health care, immigration, and consumer law.

**Nature of the Position: *Pisgah Legal Service is introducing a new program, the WNC Economic Recovery Program to support our mission in 18 Western North Carolina counties as part of a multi-year grant funded expansion of anti-poverty work within the broad areas of free tax preparation/tax credits and outreach/enrollment for Affordable Care Act health insurance. Counties serviced include: Avery, Buncombe, Burke, Cherokee, Clay, Graham, Haywood, Henderson, Jackson, McDowell, Macon, Madison, Mitchell, Polk, Rutherford, Swain, Transylvania and Yancey.*** The WNC Economic Recovery Program is designed to have long-term impact through two main priorities: (1) reduce the child poverty rate in each WNC county and (2) increase the insured rate through quality, affordable health care coverage in each WNC county. The program will work in conjunction with the entire PLS legal aid staff to support expanding free legal assistance to help a growing number of low-income people each year to solve problems related to basic needs, particularly housing, domestic violence, health care, and insufficient income.

The Communications Specialist supports the implementation of a wide range of internal and external communications and media policies, strategies and tools. Working closely with the Director of Communications, they will develop targeted and compelling communications for PLS' audiences, primarily focusing on community outreach to potential clients in need of Pisgah Legal's WNC Economic Recovery Program. The Communications Specialist will develop and maintain a digital outreach strategy aimed at sharing legal information, and issues-based communications, focusing on (a) boosting the rate of insured low-income people and (b) reducing the number of children living below the federal poverty line -across the 18 westernmost counties of N.C. With a goal of increasing accessibility, especially to health insurance and tax credit resources, they will share information with low-income and vulnerable people in WNC, numerous non-profit and government partners, and the public at large.

### **Responsibilities**

- Manage the development, distribution and maintenance of publications pertaining to the WNC Economic Recovery Program, as well as other PLS programs. Publications include

but not limited to newsletters, brochures, videos, social media and website.

- Develop, film, edit, produce and distribute short, impactful videos for advocacy campaigns, outreach efforts, policy changes, and other initiatives.
- In coordination with the Director of Communications, actively engage, cultivate, and manage press relationships to ensure coverage surrounding the WNC Economic Recovery Program, public announcements, events and related PLS programs and projects.
- In collaboration with other team members, manage PLS' social media accounts and ensure they are supporting PLS' advocacy, outreach, and fundraising efforts.
- Coordinate the appearance of all PLS print and electronic materials including but not limited to use of logo, brochures and website.
- Manage relationship with outside vendors including printers, graphic designers and website administrators.
- Contribute to management of website including content development.
- Use communications tools to support advocacy efforts, maintaining and updating document templates as needed.
- Work with legal and program units to brand PLS, increasing and maintain consistency in external communications and community education materials.
- Create data infographics, one-pager explainer flyers and other materials for the WNC Economic Recovery Program and other PLS Programs, with a focus on accessibility and aesthetics.
- Support Director of Communications in implementing and measuring success of a comprehensive communications and public relations program.

### **Qualifications**

- Bachelor's degree in journalism, communications or related field.
- Two to five years of experience working in communications, marketing or public relationships. Non-profit experience a plus.
- Strong oral and written communication skills, with the ability to express complex ideas and issues clearly and succinctly.
- Strong analytical skills and attention to details.
- Experience with overseeing the design and production of print materials and publications, as well as experience in digital media.
- Must be able to meet all essential job functions.
- Ability to work with low-income clients and communities within a multi-ethnic/ multi-cultural environment.
- Ability to work independently and within a team environment.
- Ability to effectively collaborate with coworkers.
- Proficiency in MS Office, Adobe Creative Suite, WordPress and video editing software.

### **Salary/ Benefits**

Salary ranges from \$37,344 - \$73,650, depending on experience.

Our salary scale is predetermined based on the years of relative professional work experience that qualify for this position to ensure equity in pay. Pisgah Legal Services is a Living Wage Certified Employer in 18 WNC counties: Avery, Buncombe, Burke, Clay, Cherokee, Graham, Haywood, Henderson, Jackson, McDowell, Macon, Madison, Mitchell, Polk, Rutherford, Swain, Transylvania and Yancey.

Pisgah Legal Services Pays 100% of the Employee Only and 50% of the Dependent Cost for BCBSNC Medical and Dental coverage. Pisgah Legal Services 50% of the Dependent Cost for BCBS Vision coverage. Employees are eligible for medical, dental and vision coverage the 1<sup>st</sup> of the month following the hire date. Pisgah Legal Services Pays 100% of Long-Term & Short-Term Disability Coverage, Life Insurance Coverage of 5x base salary + an additional \$15,000 Life & AD&D Coverage. 401k Retirement Plan with Company Matching available after 6 months of employment. Additional Fringe Benefits includes Paid Maternity/ Paternity Leave, 12.5 Company Holidays, 22 Paid Leave Days, Employee Assistance Program and a great working environment with work life balance!

### **To Apply**

E-mail resumé and cover letter describing relevant experience to [employment@pisgahlegal.org](mailto:employment@pisgahlegal.org). PLS invites all applicants to include in their cover letter a statement about how your unique background and/or experiences might contribute to the diversity, cultural vitality, and perspective of our staff and legal services practice.

*Pisgah Legal Services is committed to creating a diverse environment and is proud to be an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age, or veteran status.*

*As an Equal Opportunity Employer, we will provide reasonable accommodations to qualified persons with disabilities. Prospective and current employees are encouraged to discuss ADA accommodations with our Human Resources department.*

### **COVID-19 Safety Information:**

*Throughout the COVID-19 pandemic, Pisgah Legal Services has worked tirelessly to promote evidence-based practices across our entire organization. With this in mind, as of January 4<sup>th</sup>, all Pisgah employees will be required to provide proof of their COVID-19 vaccine. Employees who are unvaccinated or have an approved exemption will be required to provide verified weekly COVID-19 test results. We currently have COVID-19 safety precautions in place such as working remotely as our business allows, requiring face masks while meeting with clients or co-workers, providing outdoor meeting areas to meet with clients while wearing masks, limiting onsite visits by meeting virtually or by phone with clients. Pisgah Legal Services also conducts temperature checks at our location upon arrival.*