



**Maryland Volunteer Lawyers Service  
Baltimore, Maryland  
Outreach and Communications Manager**

Immediate opening for a full-time Outreach and Communications Manager at Maryland Volunteer Lawyers Service (MVLS). The Manager's responsibilities include working closely with MVLS staff to increase the organization's visibility, promote and build relationships within the communities we serve and communicate the breadth of our programs and impact to potential clients, community partners, and donors across the state of Maryland. The Manager will attend community events, prepare informational materials such as flyers and be responsible for updating our website and social media outlets with a focus on targeting individuals who are eligible for services through MVLS. The Manager reports to the Executive Director, but also works closely with program and development staff.

Founded in 1981, Maryland Volunteer Lawyers Service (MVLS) is the oldest and largest pro bono legal services organization in Maryland. The mission of MVLS is to connect Marylanders facing financial hardship with volunteer lawyers, tax professionals and community partners to deliver free civil legal assistance because there should be justice for all, not just for those who can afford it.

MVLS' core values are teamwork, passion for MVLS' mission, commitment to clients, volunteers, and community partners, initiative and commitment to eliminate systemic barriers to justice based on race and economic disparities. MVLS is committed to fostering an inclusive culture in the workplace. Our work to end barriers to justice starts with increasing the racial diversity of our staff to better reflect the communities we serve.

**Job Responsibilities:**

**Community Outreach**

- Responsible for planning and executing statewide outreach activities to educate under-resourced communities and community-based nonprofits about our legal services in coordination with MVLS program staff
- Attend various outreach events, regional fairs, community gatherings, and conferences to promote MVLS services
- Conduct community presentations on the legal services that MVLS provides
- Build on existing community relationships and forge new ones with nonprofits, civic groups, businesses, faith communities, block clubs, other organizations, and individuals

- Develop and manage relationships with program directors and communication personnel from legal services organizations and housing counseling agencies to coordinate outreach efforts
- Plan innovative community education and engagement activities to stimulate program involvement in targeted communities
- Identify new communities and partners for outreach efforts; develop and implement an outreach plan to engage those identified

## **Communications Engagement**

- Responsible for design, creation, and distribution of MVLS program and project materials including factsheets, flyers, e-newsletters, PowerPoint presentations, short videos, and other outreach efforts to increase client, volunteer, and donor engagement
- Serve as quality control and editor on print materials and website
- Manage coordination, strategy, design, content development, and implementation for MVLS' website and digital media including all social media platforms
- Develop strategy, manage calendar, and create content for email marketing communications generated through Constant Contact
- Track progress and effectiveness of communications and marketing activities
- Promote MVLS to the nonprofit sector, community partners, and the general public
- Support and coordinate with other programs, including participation in legal clinics, webinars, and other key events
- Coordinate development of client and volunteer stories to highlight the impact of legal services
- As a member of the MVLS staff team, work on special projects throughout the year.

## **Job Skills & Requirements:**

- Excellent written and oral communication skills essential
- Ability to draft clear written content for use on our website, social media, and print materials
- Able to confidently communicate with diverse audiences
- Demonstrated networking and relationship management skills
- Willingness to learn and present about the legal services provided by MVLS
- Team player who is able to work with staff and community partners
- Strong project planning, critical thinking, and problem solving; self-motivated and self-directed
- Must be detail-oriented, have ability to handle multiple tasks, projects, and priorities
- Experience organizing outreach and educational campaigns
- Proficient in using social media, including Facebook, Twitter, and LinkedIn, as well as Office Suite (Word, Excel, PowerPoint, Outlook, Publisher). Experience with email marketing platforms like Constant Contact a plus.
- Experience and comfort using technology, including cloud-based apps and software
- Strong graphic design skills preferred, especially Adobe Creative Suite such as Photoshop, Illustrator and InDesign.
- Evening and weekend hours required as needed to participate in community outreach events
- Spanish language skills a plus
- Routine statewide travel required, primarily in Central Maryland
- Some moderate lifting (up to 25 pounds) may be required on an occasional basis

**Education and Experience:**

- Bachelor's degree from accredited college or university preferred but not required
- Two to five years' communications and/or outreach experience preferred
- Demonstrated commitment through work experience, lived experience or volunteer experience to communities, such as:
  - o Children, Domestic workers, Economically disadvantaged people, Immigrants and refugees, Incarcerated and formerly incarcerated people, LGBTQ people, People of color, People with disabilities, People with HIV/AIDS, Sex workers, Victims of crime and abuse, and Women and girls.

**Compensation:**

Salary commensurate with experience - \$45,000 to \$55,000. Generous benefits, including paid health insurance with dental and vision coverage, commute reimbursement, ample leave (vacation, sick, personal and holidays), and retirement plan with employer match.

**How to Apply:**

- Please email cover letter, resume, work samples (no more than 5 pages) and three professional references to [mvls@mvslaw.org](mailto:mvls@mvslaw.org) and include "Outreach and Communications Manager" in the e-mail subject line
- The application period will remain open at least through August 20, 2021
- Applicants are encouraged to address the core values stated at the top of this job posting in their cover letters.
- No telephone calls, please.

*MVLS is an equal opportunity employer. MVLS does not discriminate against any applicant for employment or any employee on the basis of race, nationality, ethnicity, age, religion, disability status, sex assigned at birth, gender identity, gender presentation, sexual orientation, or immigration status.*