



LAWRENCEVILLE UNITED

A Resident Driven Organization

Background

Lawrenceville United (LU) is an inclusive, resident-driven community-based non-profit organization focused on improving quality of life of Lawrenceville residents and stakeholders through community engagement and advocacy, community restoration and beautification, and community planning and development.

Growing from its modest roots in 2001, Lawrenceville United has made great strides over the past few years, and has also demonstrated the ability to not only deliver on the targets and objectives described in an original business plan, but have also demonstrated the ability to take on new, community-driven programs that align with the mission of the organization. The mission and goals have stayed the same, but as the neighborhood evolves, new and creative ways of reaching those goals and carrying out that mission of improving overall quality of life have been and will continue to be explored and implemented.

Lawrenceville United's direct connection to the residents makes the organization unique in their ability to create and deliver programs that address the high priority concerns and needs of the residents. Our main areas of focus are:

- Beautification and Greening
- Public Safety
- Responsible Hospitality and Community Planning
- Community Engagement
- Quality of Life Programming

Position Overview

The Communication Intern will work directly with the Community Program Manager to support various programs and events via multiple communication platforms. These platforms include, but are not limited to, LU Wordpress-based Website, eNewsletter publication, Social Media pages, and general marketing. The Communication Intern will work primarily on upkeep and maintenance of the various platforms, as well as some database management and upkeep.

Responsibilities and Tasks

- **Website:** Maintain current program pages and update posts, calendar, and links as necessary.
- **eNewsletter:** Primary publisher of weekly eNewsletter through Mail Chimp electronic mail services. Final copy and content to be approved by Community Program Manager.
- **Social Media:** Keep social media up to date with relevant articles, events, and eNews content.
- **Database:** Create and update a list of media contacts, as well as other necessary partners.
- **Marketing:** Assist with the distribution and coordination of flyers and mailers for upcoming events, as well as press releases as needed.



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Knowledge, Skills, and Abilities

The ideal candidate will have knowledge, education, or background in the following:

- Basic graphic design and software understanding
- Comfortable with computers and learning new software quickly
- Ability to troubleshoot logistical issues timely and efficiently
- Interest in communication and marketing and the technology that accompanies these practices
- Basic HTML code knowledge
- Understanding of social media programs and practices
- Comfortable meeting, listening, and engaging people

Hours

The ideal candidate will be able to work at the Lawrenceville United offices, and possibly remotely 10 – 20 hours a week.

Compensation

School credit, Federal Work Study, or a small stipend based on experience.

Submission

Please submit a **cover letter** and resume to HR@lunited.org with “Communications Intern applicant” in the subject line.