



## **Leadership Greater Washington - Marketing Communications Specialist**

### **Position Summary:**

The Marketing Communications Specialist will play a key role in development and implementation of Leadership Greater Washington's communications and marketing plan to advance the mission of the organization including but not limited to creating original content and managing social media, email marketing campaigns and online blog. This position reports to LGW's Chief Operating Officer.

### **Responsibilities:**

- Craft original content and develop distribution calendar for all program and event-related communications and marketing materials across multiple channels
- Develop membership renewal and engagement campaigns
- Promote events with live-tweeting and other social media support, event photography
- Manage and update website content
- Develop and implement marketing plans to promote messages on LGW's website, blog, social media channels, ads, publications and other outlets including partner organizations.
- Track and analyze media campaign performance for maximum efficiency
- Assist in tracking media coverage of member accomplishments in the region
- Professional video and photograph coordination
- Liaison with the member engagement committee

### **Qualifications:**

- 2 - 4 years of related communications experience
- 4-year college degree or equivalent
- Experience using Facebook, Twitter, Instagram, LinkedIn, Mail Chimp, Google Photos, CRM Software and Drupal
- Strong copy editing and writing skills
- Email marketing, social media and SEO experience
- Photography and photography editing experience

### **About LGW:**

LGW began in 1986 as a collaborative venture among the region's top decision-makers to create an organization to impact change and foster communication and cooperation among the area's established leaders. No other leadership organization crosses and conquers geographic and geopolitical barriers as Leadership Greater Washington, which serves more than 17 city and county governments in the District of Columbia, Maryland and Northern Virginia. Through Leadership Greater Washington's dynamic resources and programming efforts, our members find their way to regional collaboration, foster discussion about community issues, spark problem-solving, and motivate positive change to regional challenges.

### **Interested?**

Send your resume and cover letter specifying why you are qualified for this role to Debbie Kaplan, COO, at [dkaplan@lgwdc.org](mailto:dkaplan@lgwdc.org).