



## **Marketing and Social Media Specialist**

### **Change Lives and Transform Communities – Join Our Development Team!**

Neighborhood Legal Services of Los Angeles County (NLSLA) provides free assistance to over 175,000 individuals and families each year through innovative projects that expand access to justice. We see the law as a powerful tool for social change and we're looking for passionate individuals to help us fight for justice.

We value diverse perspectives and experiences, and we believe that a strong community is built through inclusivity. NLSLA is proud to foster an environment that welcomes individuals from all backgrounds and abilities, and we encourage all qualified candidates to apply.

#### **About the Role**

The Marketing and Social Media Specialist will play a critical role in advancing NLSLA's mission by elevating the organization's voice, visibility, and impact. The position is responsible for managing day-to-day social media activities, supporting marketing campaigns, and creating compelling content that engages clients, community partners, and funders.

The ideal candidate is a dynamic and creative professional with exceptional writing and storytelling skills. They are highly detail-oriented, self-motivated, and bring strong artistic and design capabilities. The candidate must be experienced in navigating and managing multiple social media platforms and have a demonstrated ability to develop visually engaging, professional and high-quality marketing materials that effectively communicate NLSLA's work.

In this role, you would report to the Communications Manager. This position is exempt.

#### **What You'll Do**

##### **Social Media**

- Manage and maintain all social media platforms by creating engaging, mission driven content including graphics, captions, short videos, and stories.
- Capture and edit photos and video at NLSLA events and programs, as needed.
- Collaborate with staff to highlight client stories, program impact, and key organizational updates.
- Develop and schedule content aligned with NLSLA's mission, priorities and campaigns.

- Monitor engagement, respond to comments/messages, & foster a strong online community.
- Track analytics and prepare monthly performance reports.

### **Marketing**

- Ensure consistent application of NLSLA brand guidelines across all materials.
- Design and produce “Know Your Rights” pamphlets, fact sheets, and educational materials.
- Create flyers and digital graphics for trainings, legal clinics, and community events.
- Develop materials that are culturally competent and tailored to the diverse communities we served.

### **Cross-Functional Collaboration**

- Work closely with NLSLA legal teams and leadership to gather and align messaging.
  - Contribute ideas to expand audience reach and deepen engagement.
  - Stay current on social media trends, tools, and best practices to continuously strengthen NLSLA’s digital presence.
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- This position is designated as hybrid. Employees are required to work on-site a minimum of four (4) days per week, with the remaining time eligible for remote work as business needs allow. Specific in-office days may be set by the department or manager to support team collaboration and organizational priorities.
  - Travel to NLSLA program offices, courthouses, and other locations throughout Los Angeles County may be required.

### **What You’ll Need**

- Minimum of three (3) years of professional experience in social media, marketing, or communications.
- Strong writing, editing, and storytelling skills.
- Basic graphic design skills (Canva, Adobe Creative Suite).
- Familiarity with analytics tools and performance tracking.
- Ability to manage multiple projects and meet deadlines.
- Passion for advancing social justice and the mission of legal services for underserved communities.
- Working knowledge of Microsoft Outlook, Word and Excel, business and communication platforms.

### **Bonus Points**

- Previous experience working in a non-profit setting or organization.
- Experience with email marketing platforms (Constant Contact, etc.).

- Basic video editing skills.
- Photography experience.
- Bachelor's degree.
- Are bilingual in Spanish, due to the high number of Spanish-speaking residents in the community, or in any of the other Los Angeles threshold languages, which is highly valued in our community outreach efforts.

### **Why You'll Love Working with Us**

At NLSLA, we believe in supporting our staff as they grow in their careers and live balanced lives. We offer:

- **Competitive Salary:** \$71,000–\$83,000, based on experience.
- **Generous Time Off:** 15 paid holidays, 2 to 5 weeks of vacation depending on seniority, and 12 days of sick leave. Exempt employees are eligible for compensatory time in accordance with company policy.
- **Comprehensive Benefits:**
  - Medical, dental, and vision insurance with a variety of plan options.
  - Basic Life and AD&D Insurance, Long-Term Disability Insurance.
  - 403(b) retirement plan with employer contributions and options for voluntary contributions.
  - Monthly bilingual supplement for qualified employees.
- **A Culture of Inclusion:** We are committed to fostering a respectful, inclusive work environment where everyone can thrive.
- **Perks:** Technology reimbursement to help you stay connected and equipped to do your best work.

### **Apply Today**

Are you ready to make a lasting impact on the lives of vulnerable families in Los Angeles?

Apply now to join our team and be part of a mission-driven organization dedicated to justice and equity. [Click here to apply](#). Please provide a cover letter, resume, and writing sample on the application.

We are excited to hear from you!

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**Equal Employment Opportunity Policy**

NLSLA is committed to provide a work environment that respects the dignity and worth of each individual and is free from all forms of employment discrimination based on each and every characteristic protected under the law and beyond.

Decisions related to hiring, compensating, training, evaluating performance, promoting, or terminating are made fairly, and are based on job-related qualities and abilities. We provide equal employment opportunities to all qualified candidates and employees. We examine our unconscious biases and take responsibility for always striving to create an inclusive environment that makes every employee and candidate feel welcome.

We further expect every member of the NLSLA community to do their part to cultivate and maintain an environment where everyone has the opportunity to feel included and is afforded the respect and dignity they deserve.

We will consider for employment all qualified applicants, including those with criminal histories, in a manner consistent with applicable state and local laws, including the City of Los Angeles' Fair Chance Initiative for Hiring Ordinance. Please note that, in limited circumstances, certain convictions may be considered incompatible with the responsibilities of specific roles, particularly where the safety and well-being of vulnerable client populations are a concern.

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## **NLSLA's Commitments**

We are committed to fostering a culture of inclusion and belonging within our organization and the communities we serve. We achieve this through:

- **Continuous Learning:** Cultivating cultural competency and humility among staff through ongoing training, open dialogue, and self-reflection.
- **Equitable Practices:** Regularly reviewing and revising policies, procedures, and decision-making processes to ensure fairness and access for all.
- **Strategic Resource Allocation:** Directing resources towards initiatives that empower communities.
- **Meaningful Community Engagement:** Partnering with the communities we serve to co-create solutions and foster trust.
- **A Respectful Workplace:** Providing a work environment free from discrimination and where every individual is valued, heard, and respected for their unique contributions.