December 3, 2013

Sargent Shriver National Center on Poverty Law

50 E. Washington Street, Suite 500

Chicago, IL 60602

Dear Ms. Ilze Hirsh:

I would like to apply for the Communications Programs VISTA position at the Sargent Shriver National Center on Poverty Law. As a graduate from Dominican University, an institution that is committed to creating social justice, I have developed a passion for working to solve racial and economic inequalities.

My desire to help eradicate poverty in the U.S. was influenced by a school trip down to Memphis and the Mississippi Delta region. During this trip I visited some of the poorest counties in the nation and observed the extreme racial disparities that still exist in this country. This experience opened my eyes to the unfortunate reality of economic hardship. It left me with a new understanding that poverty does not result from individual shortcomings, but from structural failure.

In the fall of 2013 I spent the semester in Washington, DC, interning at a non-profit that promotes the interests of low-income communities across the country. I worked with both the communications team and the immigration campaign team and was responsible for a variety of writing assignments. Less than a week after I joined the immigration team, I was put in charge of composing their weekly e-newsletter and biweekly report. I also wrote blogs and social media posts for online publication. I am a meticulous writer and I believe my skills would be well suited for the Communications Programs position.

Thank you for taking the time to review my materials. I hope to be able to discuss them with you and to learn more about the Shriver Center. You can reach me by phone at 708-205-9641, or by email at currrobi@my.dom.edu.

Sincerely,

Robin Curran

The Sargent Shriver National Center on Poverty Law (Shriver Center) is a not-for-profit organization that provides national leadership in advancing laws and policies that secure justice to improve the lives and opportunities of people living in poverty. The Shriver Center achieves its mission through three interconnected programs: advocacy, communication, and training. We advocate for and serve clients directly, while also building the capacity of the nation's equal justice providers to advance justice and opportunity for their clients.

**Responsibilities:**

The Communication Programs VISTA supports the Shriver Center’s Communication Programs, including publication of CLEARINGHOUSE REVIEW: JOURNAL OF POVERTY LAW AND POLICY, the nation’s premier legal journal serving antipoverty lawyers. The Communication Programs VISTA provides timely, well-organized, and relevant information for attorneys and other antipoverty advocates nationwide to make their work more efficient and effective. The Communication Programs VISTA assists in marketing and related activities to promote the Shriver Center’s communication programs to advocates who would benefit from them.

Specifically, the Communication Programs VISTA will participate in the following activities:

* ✓  Assist in developing content for CLEARINGHOUSE REVIEW, the Shriver Center website, and e-newsletters. Draft announcements, talking points, sidebars, and summaries of key articles
* ✓  Identify and summarize key resources and current events that would be of interest to the legal aid community
* ✓  Assist in implementation of new online CLEARINGHOUSE REVIEW, Shriver Center website, and web content
* ✓  Develop web content that supplements new online CLEARINGHOUSE REVIEW, such as podcast or short videos.
* ✓  Work with Marketing Director to conduct outreach to obtain information on the professional development and information needs of advocates and update Shriver Center website to support those needs
* ✓  Work with attorney editors to develop online reader surveys to obtain feedback on communication programs—the content of the REVIEW in particular
* ✓  Conduct marketing efforts to promote name recognition, subscriptions, and sales of individual articles of the CLEARINGHOUSE REVIEW; help coordinate and implement marketing activities; plan and conduct an annual law school library subscription drive
* ✓  Develop prospect lists and conduct outreach to new audiences. Import into and manage prospects into civcrm database.
* ✓  Create flyers and solicitation materials. Reach out to current and prospective subscribers as a means of expanding readership.
* ✓  Integrate social media communication tools with marketing outreach efforts, including: Facebook, Twitter, Linkedin and Flickr
* ✓  Assist with subscription management
* ✓  Assist in coordinating Shriver Center events as needed
* ✓  Other duties as assigned

**Qualifications:**

 ▪ Bachelor’s degree preferred

 ▪  Excellent computer skills, including proficiency in web-based research, website

 development, and Microsoft Office

▪  Proficiency in customer relationship management (CRM) software desired

▪  Excellent writing skills

▪  Strong attention to detail

▪  Good interpersonal skills

▪  Excellent organizational and time-management skills

▪  Open to learning website content management and other website training