

# La Piana Consulting

## Communications & Operations Coordinator – Job Description

### About La Piana Consulting

Founded in 1998, La Piana Consulting is a national management consulting firm dedicated to strengthening organizations for greater social impact. We are on the cutting edge of thinking and methodology related to nonprofit strategy, business planning, and partnerships. We work to improve nonprofit leadership and management so that these essential organizations can have the greatest positive impact on society. Our clients include local and national organizations working on issues ranging from social justice and the environment to health services and youth development.

We are a virtual organization with 15–20 staff who work remotely from their own home offices around the country. Our team includes full-time consultants who travel extensively for work with clients, plus a few non-consulting positions (like this one) that are responsible for firm operations. We value a culture of personal connection among our staff and host regular video calls and several in-person staff meetings per year. Please [visit our website](#) to learn more about our firm's [clients](#), [resources](#), [history](#), and [team](#).

### Role of the Communications & Operations Coordinator

The Communications & Operations Coordinator will coordinate communications and marketing activities and support firm operations, performing a range of specialized and administrative duties.

The Coordinator will work remotely from their own home office and report to our Director of Finance & Operations for supervision and support. Some travel will be required for several staff meetings per year and occasional client meetings. (Additional travel will be required during the onboarding process and over the first year for training purposes.) Work may be required outside of normal business hours to meet client demands (i.e., in the evenings and weekends), but a flexible schedule during the work day is permitted.

Responsibilities will include, but may not be limited to, the following areas and items.

#### *Communications and Marketing*

- Coordinate and support a small Business Development team, which includes the firm's Managing Partner as well as an outside contractor — schedule meetings, manage research agenda and communications calendar, track progress
- Update and maintain the company's website
- Manage the firm's [blog](#) — proactively coordinate and schedule content submissions from other staff, edit and format content
- Support in publishing the firm's quarterly [newsletter](#) and various other communications through Act-On marketing software

- Pursue and coordinate speaking opportunities for La Piana consultants (conferences, workshops, webinars)
- Manage the firm's social media presence across LinkedIn, Twitter, and Facebook
- Respond to requests from media and others for use of our materials
- Support book writing and publishing efforts — manage the project, assist with editing, liaise with publisher and others (e.g., graphics)

### *Proposal Development*

- Collaborate with the Director of Finance & Operations to develop consulting proposals and statements of qualifications for submission to potential new clients, in communication with the Lead Consultant and/or Assigned Partner on a given project
- Coordinate proposal development process among the team, ensuring related tasks are completed on time and in compliance with RFP/client requirements
- Create first draft/template for proposals using elements defined in RFP, sample proposals, and/or background and scope provided by Lead Consultant
- Provide iterative review, editing, and formatting of proposal document(s), and manage version control
- Facilitate final review of proposals by appropriate team member(s)

### *Database Management*

- Enter organizational, contact, and project data into Salesforce (CRM) for new client intakes received via phone or email
- Identify and capture client and project data in communication with consultants, gathering information to be entered into Salesforce (workshop participants, conference attendees, interviewees, etc.)
- Enter, monitor, and update Salesforce data including marketing campaigns, web leads, bounced emails, etc.
- Create and monitor folders in Box (cloud-based shared document system) for sharing and archiving project files and firm documents
- Maintain functionality of ActOn platform (marketing automation) including synching and integration with Salesforce and website

### *Technology Support*

- Serve as point of contact for contracted IT support and coordinate service for staff, which will be provided remotely and on-site during in-person meetings
- Provide direct technical support and troubleshooting for staff laptops and common applications when possible, including software updates, driver installation, and template replacement
- Purchase and set-up new laptops with standard software and specifications

## *Administration*

- Answer incoming phone calls (VOIP forwarded to mobile phone or computer), providing excellent customer service to callers; take messages, including project intakes from potential clients, and route calls accordingly
- Provide logistics support for meetings with staff, management team, clients, and other guests; prepare materials and order meals as requested
- Manage firm-wide meeting and events calendar

## *Client Project Support (time permitting)*

- Edit and format agendas, minutes, and reports for clients (Word documents); slide decks (PowerPoint); and spreadsheets (Excel) in support of project team
- Develop graphics to be used in client communications, presentations, and reports
- Create Word and PowerPoint templates for reports and presentations
- Administer online surveys using Qualtrics
- Conduct secondary research (online) to support the project team
- Schedule meetings and make travel arrangements for consultants as requested

## **Required Qualifications**

The Communications & Operations Coordinator position requires superb communication skills (written and oral) and mastery of a range of technology tools. The Coordinator must be able to handle multiple tasks assigned by multiple colleagues, manage and prioritize work flow for oneself and others, communicate challenges in order to solve problems, and take direction as well as work independently.

Desired experience and skills include:

- Bachelor's Degree (required) – preferred in Marketing, Communications, English, Public Relations, Business Administration, etc.
- Minimum of 3–5 years professional experience, preferably working in Communications/Marketing or as an Administrative/Executive Assistant in a fast-paced environment
- Experience in a small business, service-oriented B2B firm (consulting, accounting, etc.) and/or in the nonprofit sector is a plus
- Excellent written communications skills, for both content development and detail-oriented editing
- Excellent oral communications skills, including a strong customer service orientation and the ability to communicate effectively to both technical and non-technical audiences
- Must be a Power User of MS Windows and MS Office (Outlook, Word, Excel, PowerPoint)

- Other software skills *required*:
  - Customer-relationship management (CRM) systems (Salesforce strongly preferred)
  - Email marketing automation (ActOn preferred)
  - Website maintenance (WordPress, etc.)
- Software skills *desired*:
  - Graphic design (e.g., Illustrator, Photoshop)
  - Advanced online survey tools (Qualtrics preferred)
  - Cloud-based file storage systems (Box preferred)
- Interested in consistently learning new tools and technologies, and applying those concepts to the needs of colleagues and the firm
- Self-motivated and able to work independently as part of a geographically-dispersed team, while being responsive to direction and knowing when to seek guidance

## Compensation

La Piana Consulting offers a generous compensation package including a competitive salary (dependent upon experience and location); generous health, dental, and retirement benefits; and liberal paid-time off (PTO).

We outfit staff's home offices as needed (including a laptop, monitor, keyboard, printer/scanner, desk chair, office supplies, etc.); provide monthly stipends for telecommunications (cellular phone plan, wireless internet, etc.); and cover all travel expenses for staff meetings and other required travel.

## To Apply

To be considered for the Communications & Operations Coordinator position, please send your resume and cover letter to [careers@lapiana.org](mailto:careers@lapiana.org) with the subject header "Coordinator position." We will review submissions as they are received, and will contact applicants to request more information and/or to schedule interviews as appropriate. We seek to fill the position as soon as possible, and it will remain open until filled. No phone call inquiries about the position will be accepted.