



---

**Business Volunteers Unlimited  
is pleased to announce a Fellow Opportunity with  
*Linking Employment, Abilities and Potential (LEAP)***

*Linking Employment, Abilities and Potential (LEAP)* is looking for a content writer to join our team to help our organization tell our story to consumers, caregivers, parents, friends and supporters. This fellow will work with the marketing team to create compelling content to deliver a cohesive brand voice, and to tell our story through communication tools and social media platforms.

*Linking Employment, Abilities and Potential* is an agent of positive change, working to advance participation and equality in society for people with disabilities in Northeast Ohio. Founded more than 40 years ago by people with disabilities, LEAP serves over 1,500 individuals annually, and works to promote social change to enhance the quality of life for people with disabilities. The majority of staff and board members are people with disabilities themselves.

To learn more about *LEAP*, please visit  
<https://www.leapinfo.org/>

*Fellow role will include:*

- Assist in the development of a comprehensive agency marketing strategy to increase visibility of LEAP programs and services to increase consumer engagement and funding
  - Tell the story: Update and align key brand messaging, content and guidelines
  - Tell the story: Define and identify the audience
  - Identify and develop key communications pieces
  - Update photo, video and media policies
- Evaluate and recommend on-line improvements (web, social media etc.)
- Create impactful strategic messaging and communication plans.
- Proven understanding of brand voice and adapting voice to different audiences.
- Ensure that content is on brand and accurate.
- Excellent oral and written communication skills; proven writing, editing, and proofreading.
- Must be detail-oriented, excellent grammatical skills, and the ability to develop multi-channel content.
- Great at telling a story and understanding of how to create content that draws an audience.

Term: 1,000 hours (January 2023 – December 2023)

Location: 2545 Lorain Avenue Cleveland, Ohio 44113 (hybrid mix)

Stipend: \$20,000

The ideal candidate will have significant professional experience in marketing and advertising. Experience in the nonprofit and education sector is a plus.

To be considered for this opportunity, please contact Sarah Castle ([scastle@bvuvolunteers.org](mailto:scastle@bvuvolunteers.org)) for application materials.

The BVU Fellows Program matches the talents of highly skilled professionals with local nonprofits to



---

engage a transformative project that benefits the community. For more information, visit our webpage [BVU](#)