



Job Description

Job Title

Communications and Marketing Coordinator

FTE Equivalent: .50 FTE

Reports to

Senior Director of Training and TA

Position Description

The Communications and Marketing Coordinator is responsible for marketing and communications activities for Casa de Esperanza's national project, the National Latin@ Network for Healthy Families and Communities (NLN), including written publications, newsletter, web page and social media management, product promotions, podcasts and media relations. The position plans, initiates and executes communications and marketing activities with specific attention on expanding the reach and impact of the NLN. Home office located in St. Paul, MN. Twin Cities based employees work at main office. Employees outside of the Twin Cities metro area, will be remote staff.

Functions

1. Enhance organizational depth and reach by promoting the NLN.
 - Develop and implement a marketing communications plan. Utilize comprehensive strategies; e.g., PSA's, radio ads, and social media content to reach broad audiences.
 - Develop, implement and manage marketing communications performance measurements.
 - Coordinate content of NLN website and edit blog.
 - Create communications and media materials, archive, and directory.
 - Manage the logistics related to webinars, podcasts, and other training needs.
 - Collaborate closely with internal stakeholders to ensure that marketing and communications efforts are reflective of and consistent with programmatic priorities.
 - Work with the Communications Design Coordinator to ensure and promote organizational communications consistency and cohesion.

2. Expand the reach and impact of the National Latin@ Network for Healthy Families and Communities.
 - Support the development and promotion of collaborative relationships with likeminded organizations.

- Manage the efforts of an outside agency and/or inside public relations/marketing/media team as requested.
 - Support leadership with media inquiries.
 - Conduct market research to gain insight on how to effectively reach target audiences.
 - Maintain an up-to-date media list of key reporters and bloggers.
 - Write and support leadership to disseminate news releases when requested.
 - Identify and manage opportunities to increase sales of products and introduce them to new audiences.
3. Implement general NLN priorities
- Support the management of consultants and contractors as requested by the Directors.
 - Provide thoughtful ideas to help achieve the broad goals of the NLN.
 - Support leadership with administrative tasks as needed.
4. Other duties as required

Qualifications

Education and Experience

- Minimum two-year educational experience in Marketing, Journalism, Communications, or related field.
- Minimum of 1 year of experience in communications, marketing, public relations or related field.
- Experience working within the non-profit field preferred.
or
- Equivalent combination of education and experience.

Skills and Abilities

- Fluent in Spanish and English.
- Strong written, verbal and interpersonal skills in Spanish and English.
- Ability to manage multiple priorities to ensure meeting multiple deadlines.
- Ability to travel to various locations for events and work weekends or evenings as needed.
- Ability to use design platforms to create organizational materials.
- Knowledge of social media platforms and analytics systems.
- Knowledge of Latin@ community issues and domestic violence.
- Experience working remotely, i.e., from a home office working with a team of staff who are also remote staff.

Working Conditions

Casa de Esperanza strives for a fully inclusive work environment and expects all employees to fully accept all co-workers and participants regardless of race, age, language, country of origin, or sexual orientation.

The above statements are not intended to encompass all functions and qualifications of this position; rather, they are intended to provide a general framework of the requirements of

the position. Job incumbents may be required to perform other functions not specifically addressed in this job description.

To Apply

Send your resume and cover letter to Isaac Hitz Graff at ihitzgraff@casadeesperanza.org.