

CENTRO MULTICULTURAL LA FAMILIA

Communications & Social Media Manager

Job Description and Responsibilities

Under general supervision, this staff leads the Communications team in executing and monitoring communications strategies. This role involves creating public relations and marketing materials such as press releases, website, blog posts, and newsletters. This position is also responsible for planning, implementing, and monitoring our agency's Communications strategy to increase agency presence, improve marketing efforts and increase referrals. This position requires the ability to work independently as well as give direction to a team, exercise judgment and initiative and use communication and marketing tools effectively. Staff reports directly to VOCA Program Coordinator or designee. This is a non-exempt position, does not require overtime and hours of work are from Monday to Friday and occasional weekend. Most tasks could be performed remotely.

Education and Experience

1. A bachelor's degree from an accredited college or university with a major in Communications, Marketing, or related field is preferred.
2. 1-3 years of experience with B2C social media marketing or content development.
3. Passion for social media and proficiency with major social media platforms and social media management tools (Hootsuite, Constant Contact)
4. Some experience with video and photo editing tools (i.e. Adobe, Premier Pro), digital media formats, and HTML.
5. Strong writing skills and interpersonal communication skills in English.
6. Familiar with MS Word, Excel, and PowerPoint and capable of creating visually compelling presentations.
7. Proven knowledge of communications and marketing ethics and best practices.
8. Impeccable time management skills with the ability to multitask and meet deadlines
9. Some experience using WordPress or other website platforms.
10. Be bilingual, read, write, and speak Spanish is desirable but not required.

Essential Functions

All employees of CMLF are required to always conduct themselves in a professional manner and comply with the standards set forth in the Employee Handbook. All employees are required to support the mission and values of CMLF in all activities and act as ambassadors.

- Execute a results-driven communications and social media strategy to increase awareness about program services.
- Write a variety of different content to support communications efforts, including newsletters, website copy, brochures and press releases.
- Create and edit , written, video, and photo content.
- Attend events and produce live social media content.
- Maintain unified brand voice across different communication channels.
- Create a communication plan and social media calendar.
- Monitor analytics and create reports detailing the successes and failures of communications strategies.
- Perform updates to the website.
- Interact with users and influencers on social media and respond to social media messages, inquiries, and comments.
- Perform outreach to press outlets, magazines, influencers and build strategic partnerships to grow brand notoriety.
- Respond to media inquiries and maintain relationships with journalists and other members of the media.
- Build relationships with community partners or agencies to improve referral systems for clients and to increase pool and knowledge of community resources available. Keep an updated list/directory of community resources.
- Maintain and update contact lists, distinguishing different audiences.
- Participate in ongoing training in marketing, outreach, and social media engagement specifically for nonprofit organizations and make recommendations for adjustments to communication strategies and practices.
- Be able to utilize culturally and trauma-informed language and terms in order to speak to the broader communities we serve. This includes being comfortable with gender neutral language, using both formal and informal language styles as well and survivor-centered language.

All other duties as assigned by the VOCA Program Coordinator or communications team within the scope of this position that contributes to the advancement of CMLF as a premier provider of services for people with emotional needs. Performs duties and responsibilities in accordance with applicable safety and ethical policies and procedures.

We are a minority staffed and minority serving organization. People of color and minorities are strongly encouraged to apply. If interested, please send resume to Dr Sonia Acosta at sacosta@centromulticultural.org

We provide an excellent benefits package including, medical, dental and vision insurance, paid vacation and holidays, flexible schedules, 401K plan, tuition reimbursement and a family-friendly atmosphere.