



Hispanic Outreach of Goodhue County

Servicios a los Hispanos

Communications and Marketing Manager

GENERAL INFORMATION:

Hiring organization: Hispanic Outreach of Goodhue County

Web Site Address: <https://hispanicoutreach.org/>

Immediate Manager: Executive Director, Hispanic Outreach of Goodhue County

Hourly Position: \$20 - \$23 based on education and experience

Benefits: Retirement plan, Health Reimbursement Arrangement (HRA), PTO, plus 11 paid holidays & short-term disability

Full Time: 40 hours per week

Location: Red Wing, Minnesota

POSITION OVERVIEW:

The Communications and Marketing Manager role comprises public relations, brand management, and external and internal communication for the organization.

The candidates' job responsibilities will include but are not limited to:

- An integral part of bringing to life the communications strategy, company moments, and interactive experiences that ground the community in Hispanic Outreach's purpose, values, and behaviors.
- Responsible for the design and development of world-class marketing content. Continuously improving the cohesion, quality, relevance, creativity, and authenticity of both internal and external storytelling, and consistency in agency voice.
- Lead the creative direction of digital marketing into immersive experiences that help our community connect deeply. Execute the creative strategy, design, writing, video production, operations, digital library, social media, and more.
- As an articulate brand ambassador, cultivate strategic partnerships and collaboration across the community, donors, and external stakeholders to execute critical fundraising initiatives.
- Tracks and reports on all digital efforts, including website traffic and donations, social media engagement, and email campaigns
- Provide inclusion acumen, communications coaching, and engage leaders across the organization to collaboratively solve problems, while keeping them informed and engaged along the way.
- Partner with management to develop communication and marketing procedures and policies
- Manages the annual Hispanic Heritage Festival
- Manage donor database and the annual Thank-a-thon Campaign

Desired Qualifications:

- Bilingual: written and verbal fluency in English and Spanish
- Bachelor's degree in communication/marketing or related field of study, or equivalent experience
- Demonstrates excellence with writing and developing original content for marketing materials
- Knowledge of word processing and graphic design programs such as Canvas, Adobe Creative Suites, Microsoft Office Suites, or equivalent
- Demonstrates high taste level, a strong design, and creative ability to research and apply trend information.
- Strong project management, with an aptitude for managing multiple projects with competing deadlines
- Proven ability to organize processes and schedule a wide range of activities
- Demonstrates leadership presence, excellent in-person communication and presentation skills
- Strong listening skills and experience assimilating feedback
- An orientation toward teamwork, emphasizing interpersonal savvy and big picture thinking in collaboration with a team

To Apply:

Please submit your cover letter and resume to Lucy Richardson at lucy@hispanicoutreach.org. If you have any questions about the position feel free to call at (715) 495-0193.