

# MANAGER, MARKETING AND COMMUNICATIONS

FLEXIBLE (BOSTON OR HOUSTON PREFERRED)

## THE ROLE IN A SENTENCE

Reporting to National Director of Marketing and Communications, the Manager will primarily oversee the online marketing initiatives for the organization while working with a multifunctional team to execute marketing campaigns and lend logistical support on public relations activities.

## ROLE OVERVIEW



### Digital Marketing 65%

- In partnership with the National Director of Marketing and Communication establish digital media systems and protocol
- Manage the organization's social media accounts and interaction with users
- Use analytics and metrics to analyze campaign results, successes and KPIs
- Develop and execute paid social media campaigns
- Develop and execute optimization strategies that increase the company's search engine results rankings
- Develop, track and analyze email marketing campaigns

### Content Creation 15%

- Assist in the development of marketing and promotional materials such as videos, images, newsletters and more.

### Public Relations 10%

- Manage relationship with media partner and logistics for biweekly Facebook live shows
- Gather materials necessary for external partners and media engagements
- Help facilitate media and external speaking engagements as necessary

### General Management and Operations 10%

- Track relationships and engagement in Salesforce.
- Participate in team meetings, retreats, and contribute to a positive team culture

## OUR ORGANIZATION

**Mission:** Develop, place and connect essential Latino leadership in the education sector.

### Core Values:

- Lead From Our Identity
- Work Con Ganas
- Agitate When Necessary
- Bridge Across Cultures
- Rise As A Collective

### Fast Facts:

- Founded in Boston in 2016, Launched in Houston in 2019
- Organization budget of \$3M
- 13 team members across the country
- Benefits: 401k match, flexible PTO, health/dental/vision/life insurance, competitive compensation

## OUR PERSON

### Required:

- Bachelor's Degree
- 5+ year of experience in marketing and communications; 7-10 years of professional experience
- Ability to develop successful campaigns, have outstanding reporting and analytical skills
- Demonstrated success in paid social media advertising campaigns
- Advanced knowledge of social media analytics
- Entrepreneurial spirit and enjoys variety in their work
- Cultural competence in working with the Latino community
- Fluent in Spanish
- Committed to our core values and mission

### Preferred:

- Experience with Salesforce or similar CRM
- Graphic design (InDesign) and video editing experience (Final Cut Pro)

**APPLY:** [www.LatinosForEducation.org/Careers](http://www.LatinosForEducation.org/Careers)