



A voice and a hub for the Latino community
as we advocate on behalf of our people
and work to achieve social justice.

Job Description

Position Title: SOCIAL MEDIA & COMMUNICATIONS MANAGER

FLSA Status: FULL TIME, EXEMPT

Department: DEVELOPMENT

Reports to: DEVELOPMENT DIRECTOR

Pay Range: \$60,000-\$65,000

MISSION STATEMENT:

As an organization grounded in the Latino community of Washington State, it is the mission of El Centro de la Raza (The Center for People of All Races) to build the Beloved Community* through unifying all racial and economic sectors; to organize, empower, and defend the basic human rights of our most vulnerable and marginalized populations; and to bring critical consciousness, justice, dignity, and equity to all the peoples of the world.

JOB SUMMARY:

The Social Media & Communication Manager's duties and responsibilities are to support the organization in reaching its social media engagement and communication goals, creating and executing its social media and communications strategy and calendar, building awareness with multiple constituent groups and stakeholders, and ensuring messaging aligns with the organization's mission, principles and values. This includes managing all social media, creating content in Spanish and English, storytelling, and managing other media and communication channels. This position is part of the Development Team. This job description is not designed to contain a comprehensive listing of all regular activities, duties or responsibilities that may be required. Duties, responsibilities and activities may change at any time with or without notice. Requires a 6-month evaluation period.

ESSENTIAL QUALIFICATIONS:

- At least five years of work experience required
- 3-5 years of transferrable non-profit and/or social media and communications experience required
- Bachelor's degree required
- Strong oral and written communication skills required in both Spanish and English
- Demonstrates professionalism, positivity, accountability, teamwork and open communication
- Strong organizational skills and detail-oriented
- Passion for the mission, vision, values, and principles of El Centro de la Raza
- Practices cultural sensitivity and anti-racism

ESSENTIAL FUNCTIONS:

- Create and execute an annual social media and communications strategy and calendar in collaboration with directors and staff.
- Manage all social media platforms including but limited to Facebook, Instagram, Twitter and YouTube.
- Draft, schedule and publish content in Spanish and English across multiple social media channels, our blog, mass emails and text message system to engage various constituent groups and stakeholders.
- Content includes but is not limited to stories and information about our programs and services, resources, events, fundraising campaigns, advocacy efforts, volunteerism, projects, history and partner content. Input stories into our Salesforce database.

- Manage and make updates to the organization's WordPress website in Spanish and English.
- Create and post WordPress blog content in Spanish and English.
- Create and send external mass emails and targeted eBlasts to our subscribers regarding fundraising campaigns, advocacy, programs and general organization communication.
- Assist with creating content for monthly eNewsletters to our subscribers.
- Measure and evaluate results and data from social media and communications content and campaigns; make recommendations.
- Coordinate content and speakers for our weekly radio show in Spanish.
- Take pictures of programs, press conferences and events.
- Manage, create content, schedule and execute our mass text messaging system.
- Coordinate with the media and on partner communication projects when needed.
- Support the annual Auction Gala, Christmas Tree Sale and other fundraising, marketing, outreach and communication campaigns.
- Attend all team and organization meetings, events and activities as assigned.
- Collaborate with all employees to achieve the mission and fundraising goals of the organization.
- Performs other duties and responsibilities as assigned by the Development Director.

SKILLS/TECHNICAL KNOWLEDGE:

- Proficient in Microsoft Office 365, Adobe Creative Suite, and major social media platforms.
- Knowledge of MailChimp, WordPress, texting software, Salesforce or similar software.

WORKING CONDITIONS:

Works in a general office environment at El Centro de la Raza. Works a minimum of 40 hours per week. This position is temporarily remote but classified as hybrid when our offices re-open. May require a flexible schedule. May work different hours on different days. May require some local travel. El Centro de la Raza reserves the right to change any or all conditions under which this position is permitted to work remotely or withdraw permission to work remotely with or without advance notice.

PHYSICAL REQUIREMENTS:

- Ability to sit, walk, stand, bend, squat, climb, kneel, and twist on an intermittent or continuous basis
- Ability to grasp, push, pull objects such as files, file cabinet drawers, and reach overhead
- Ability to operate telephone, desktop or laptop computer
- Ability to lift up to 40 lbs. and move large boxes of donations, furniture, etc. as needed

Equal Employment Opportunity and Accommodation Statement:

El Centro de la Raza provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws.

This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation and training.

Qualified individuals must be able to perform the essential duties of the position with or without accommodation. A qualified person with a disability may request a modification or adjustment to the job or work environment in order to meet the requirements of the position. El Centro de la Raza will attempt to satisfy requests as long as the accommodation needed is a reasonable and no undue hardship would result.



A voice and a hub for the Latino community
as we advocate on behalf of our people
and work to achieve social justice.

El Centro de la Raza offers the following benefits to full-time/part-time staff:

- Medical and Dental Insurance with competitive employee and family rates.
- Basic Life insurance provided at no cost to employee; option to buy up for additional coverage.
- 401(k) plan with 5% employer contribution; eligible to participants after six months of employment; eligible for employer contribution after first year of employment with El Centro.
- 10 days of sick/safe pay time each calendar year (accrued by pay period); Eligible to take accrued leave after 90 days of employment.
- Vacation accrued by pay period; start accruing upon hire; eligible to take **after passing 6 months evaluation period.**
- 8 days of paid holidays have been establish by El Centro de la Raza + 5 days paid time off during the last week of December.
- Employment Assistant Program for all employees our EAP offers help with mental health, stress, grief and loss, illness or trauma, relationship conflicts, financial guidance, life adjustments, and more.

Employee Signature

Date

Supervisor Signature

Date

CC: HR, personnel file

REV: 11/2021