



Marketing Communications Manager
Full-time Bilingual Position Available Immediately

El Vínculo Hispano / The Hispanic Liaison
An Equal Opportunity Employer

El Vínculo Hispano (EVH) is a regional nonprofit organization based in Siler City, NC. EVH offers advocacy, leadership development, direct services, and serves as a liaison between the Hispanic community and nonprofit, government and law enforcement agencies. Our service region is the rural central Piedmont, including Chatham, Lee, Alamance and Randolph counties. Our mission is to foster intercultural understanding and to empower Hispanics to overcome the challenges they face and make their voices heard in the community.

In collaboration with the Executive Director and staff, EVH seeks a talented and highly motivated Marketing Communications Manager to effectively plan, execute, and manage impactful communication strategies in support of the organization and its mission. The ability to speak, read, and write **fluently in English and Spanish** is required. This position reports to the Executive Director.

Key responsibilities:

- ❖ Develop and execute a strategic communications plan to promote the ongoing mission-based work of EVH.
- ❖ Create and implement a public relations plan to build awareness and interest in EVH's community-based initiatives and its role in the community.
- ❖ Build strong relationships with English and Spanish media outlets (newspapers, radio, television, and web-based).
- ❖ Work closely with program staff to generate bilingual content for digital and print media to be disseminated via social media, newsletters, website, press releases, and other distribution channels.
- ❖ Manage and update bilingual website and social media platforms (Instagram, Twitter, Facebook, YouTube).
- ❖ Create and distribute periodic e-news for stakeholders, including clients, funders, donors, and volunteers.
- ❖ Assist in creating and editing marketing materials including brochures, flyers, website, and social media posts.
- ❖ Prepare activity reports for the board of directors and funders.
- ❖ Participate in other organizational activities and events.

Qualifications:

- ❖ BS/BA degree or equivalent experience in communications, marketing, public relations, journalism, or related field.
- ❖ Fluent in Spanish and English (must be able to speak, read, and write).
- ❖ 3+ years of relevant communications experience.
- ❖ Excellent written, verbal, and interpersonal skills.
- ❖ Intermediate to advanced proficiency in MS Office programs, Office 365, Canva (or similar graphic design programs), WordPress, and social media platforms.
- ❖ Knowledge of Latinx community and Latin American culture.
- ❖ Experience working with nonprofits highly desired.

Desired Attributes:

- ❖ Critical thinker that can drive projects to fruition with creativity and a high standard of excellence.
- ❖ Detailed oriented and well organized.
- ❖ Collaborative team player able to establish and maintain effective working relationships with a diverse group of people within and outside of EVH.
- ❖ Able to work independently and manage priorities and deadlines.
- ❖ Knowledge of racial and gender equity principals.
- ❖ Strong commitment to EVH's mission.

Compensation: Salary range of \$38,000 to \$41,600 annually, commensurate with experience. Benefits includes 10 days of paid vacation, 11 paid holidays, 12 days of paid sick leave, and health insurance stipend.

To apply: Email bilingual cover letter and resume to info@evhnc.org, subject line "Marketing Communications Manager". Position will remain open until filled. No phone calls, please. For more information, visit www.evhnc.org.

EVH is an equal opportunity employer. We are committed to diversity and inclusion. Minorities are strongly encouraged to apply. We do not discriminate based on race, color, national or ethnic origin, ancestry, age, religious beliefs, disability, sex, gender identity, or sexual orientation.