



Digital Marketing Associate
Bilingual Position Available Immediately
Position hours are negotiable

El Vínculo Hispano / The Hispanic Liaison
An Equal Opportunity Employer

El Vínculo Hispano (EVH) is a regional nonprofit organization with offices in Siler City and Sanford, NC. Our mission is to foster intercultural understanding and to empower Latinxs to overcome the challenges they face and make their voices heard in the community. We accomplish this through advocacy, leadership development, youth empowerment, community education, civic engagement, direct services, and cultural celebrations. Our service region includes Chatham, Lee, Alamance, and Randolph counties.

As a Latinx-led organization, we pride ourselves in being representative of the community we serve. Our board of directors is at least 50% Latinx. Our 8 current staff members are fluent in Spanish and are either first or second-generation immigrants. As a small organization, we are nimble and responsive to the needs of our community.

EVH seeks a talented and creative Digital Marketing Associate to effectively execute and manage our website and social media communication strategies in support of our mission and programs. Position hours are negotiable from 20 to 32 hours per week.

The ideal candidate must be fluent in English and Spanish. This position will be based out of our Siler City office and may be partially remote. Proof of COVID-19 vaccination and booster is required. The Digital Marketing Associate works closely the Executive and Program Directors, and reports to Ilana Dubester, Executive Director.

Key responsibilities:

- ❖ Work closely with leadership to generate bilingual content for dissemination via social media, website, print media, and other distribution channels.
- ❖ Manage and update social media platforms (Instagram, Twitter, Facebook, and YouTube).
- ❖ Manage and keep up to date our bilingual WordPress website.
- ❖ Assist in creating and editing marketing materials including brochures and flyers.
- ❖ Generate graphic design images for website posts, events, and social media posts.
- ❖ Periodically generate short videos to promote events and activities.
- ❖ Increase online awareness, visibility, and engagement with our diverse constituencies.
- ❖ Recommend strategies to expand followership in our social media sites.
- ❖ Support Senior Leadership in the creation of a public relations plan. Implement the plan to build awareness and interest in EVH's initiatives and its role in the community.
- ❖ Support Senior Leadership in building strong relationships with English and Spanish media outlets (newspapers, radio, television, and web-based).
- ❖ Prepare quarterly activity reports for the board of directors and to funders, as needed.
- ❖ Help maintain database of media contacts up to date.
- ❖ Participate in other organizational activities, including fundraising and program events, as needed.
- ❖ Attend professional development trainings.

Qualifications:

- ❖ BS/BA degree or equivalent work experience in communications, marketing, public relations, journalism, or related field.
- ❖ Fluent in Spanish and English (must be able to speak, read, and write).
- ❖ Minimum 2 years of relevant communications experience.
- ❖ Strong commitment to EVH's mission.
- ❖ Excellent interpersonal skills.

- ❖ Intermediate to advanced proficiency in MS Office programs, Photoshop (or similar graphic design programs), WordPress, and social media platforms.
- ❖ Able to work independently and manage priorities and deadlines.
- ❖ Detailed oriented and organized.
- ❖ Team player
- ❖ Able to work some evenings and weekends
- ❖ Desire to work in the nonprofit sector

Desired Attributes:

- ❖ Able to execute projects with creativity and high standard of excellence.
- ❖ Able to establish effective working relationships with a diverse group of people.
- ❖ Knowledge of Latinx community in NC and Latin American culture.
- ❖ Basic to intermediate coding knowledge.

Compensation:

Starting salary range of \$19.5 to \$21.25 per hour, commensurate with experience. Benefits include 10 days' paid vacation, 12 paid holidays, 12 days paid sick leave. Qualifies to enroll in group health insurance plan with BCBS of NC after 3-month probationary period, vision and dental coverage can be added to the policy.

To apply:

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

Interview process:

1. Initial 15-minute Zoom interview with Executive Director.
2. One hour in-person interview with Executive Director.
3. One-hour in-person or Zoom interview with key staff members.
4. Will be asked to share at least 3 professional references and work samples.

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.