



Latino Community Fund Digital Communications Strategist - Contractor

The Latino Community Fund (LCF Georgia) a 501(c)3 nonprofit supporting Latino-Led and Latino-serving organizations with advocacy, technical assistance, program development and grant making.

Position: Digital Communications Strategist - Contract

Reports To: Deputy Executive Director

Job Description:

The Digital Communications Strategist is a part-time contracted position responsible for implementing communications strategies and supporting plans to reach organizational and program marketing and communication goals, both digital and traditional media.

Duties & Responsibilities

The Digital Communications Strategist will support the Deputy Executive Director and Communications Administrator in creating the annual plan and content for all program and organization communication needs and will be solely responsible for implementing the digital communications work.

They will be responsible for the follow duties:

- Collaborating and supporting program managers in identifying and implementing communication and outreach strategies to reach program goals
- Liaising and collaborating with other contractors/partners that work alongside the communication team to reach all communication needs
- Managing design work alongside Communications Administrator to create a cohesive brand image on all external communications and platforms
- Aiding Communications Administrator and Deputy Executive Director in developing and implementing annual editorial calendar
- Managing and developing social media paid campaigns, including analysis and reporting alongside Communications Administrator
- Working in collaboration with Communications Administrator for media buying, analysis, and reporting.
- Updating the LCF Georgia and related coalition/event websites with pertinent information as needed
- Support Communications Administrator in development of printed collateral materials as needed
- Event photography and videography as needed and as time allows



Required Skills & Qualifications

- Experience in internal and external communications coordination
- Relevant experience in nonprofit communications
- Relevant experience in developing content for Latinx/Hispanic audiences and immigrant audiences
- Excellent written and verbal communication skills and experience creating content for a variety of media platforms, including health and risk communication
- Ability to multi-task and manage multiple projects and deadlines.
- Commitment to LCF Georgia mission, social justice, and Latinx communities
- Comfortable with communicating orally and in writing with a variety of audiences, including community advocates, service providers, members of the public and local officials
- Strong project management skills with the ability to manage and prioritize multiple tasks and work autonomously under pressure.

Location, Duration & Compensation

This is a part-time, contracted position averaging at approximately 15-20 hours per week, with occasional weekend event work. The part-time Communications Strategist will work remotely with some support of field work projects traveling across the Metro area. Compensation starts at \$30/hour, but is commensurate with experience.

Latino Community Fund Georgia is committed to the principles of Equal Employment Opportunity for all employees and to provide employees with a work environment free of discrimination and harassment. All employment decisions are based on organization needs, job requirements and individual qualifications without regard to race, color, religion or creed, sex (including pregnancy and gender identity), national origin, sexual orientation, HIV status, marital status, past or present military service, family or parental status, or other applicable legally protected characteristics.