

Job Title: Digital Marketing Coordinator

Department: Resource Development

Reports to: Marketing and Communications Manager

Status: Part time position 20 hours / \$20,000 a year

Location: Atlanta Outreach Center

The Latin American Association is looking for a part-time position to assist with the marketing and communications efforts for the organization. This position is ideal for Bilingual/Bicultural individual with a background in marketing, media relations and communications. Even though this position is part-time, the hours will increase depending on budget throughout the year.

Digital Marketing Coordinator

The Marketing Department at the Latin American Association provides marketing and communications support to all the organizations departments. This includes their events, community outreach activities, activations and services. The goal of the marketing department is to properly tell the story of the organization by highlighting our work, services and impact in the community.

We are currently seeking for a Digital Marketing Coordinator that will directly report to the Marketing Manager and will be responsible for the execution of the content strategy. The position will focus on engaging consumers through timely, relevant and compelling social and digital content to build brand awareness and increase number of donations from digital channels. High proficiency in Spanish preferred.

Interested candidates should send resume to Laura Estefenn at ldiazgranados@thelaa.org

Duties and responsibilities:

- Work with Marketing Manager to develop and execute social media content calendar on a weekly basis
- Work with contracted agencies to develop graphics and content needed for social media on a timely matter
- Identify events, relevant content and success stories at the LAA that will allow us to tell the organization's story in a better way
- Monitor and evaluate social analytics to improve performance
- Work alongside the marketing manager and program managers during brainstorm meetings to create messaging and content copy
- Work alongside marketing manager to ideate blog posts and write blog posts

Ideal candidate:

- Fluency in both English and Spanish REQUIRED
- Bachelor's degree in marketing, communications or public relations
- 6 months to 1-year experience is preferred but not required
- Experience and knowledge of all social media platforms



- Good written, oral presentation and interpersonal skills both in English and Spanish
- Strong organizational skills and attention to details
- Ability to work with people of diverse backgrounds
- High level of proficiency in Microsoft Word, Excel and Power Point

This job description should not be construed to imply that these requirements are the exclusive standards of the position. Incumbents will follow any other instructions and perform other related duties as may be required by their supervisor. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions of the job.

About Latin American Association

We bring the American dream to life by serving the needs of immigrants from Latin America in metro Atlanta with a full spectrum of services and programs that help families adapt to their new country and integrate into the community. We help Latinos overcome challenges so they can be all they can be. We offer Latino women, men and children the tools and resources they need -- including immigration legal services, English classes, emergency assistance and computer literacy courses in Spanish, among many others – to achieve their fullest potential, ultimately empowering them to become self-sufficient and thrive.

Learn more about the LAA at www.thelaa.org