



Latin American  
Association

## JOB DESCRIPTION

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|------------------------------------------------------------|-----------------------------------------|
| <b>JOB TITLE: Director, Marketing &amp; Communications</b> | <b>LOCATION: Atlanta</b>                |
| <b>REPORTS TO: Chief Revenue Officer</b>                   | <b>DEPARTMENT: Resource Development</b> |
| <b>STATUS: Exempt</b>                                      | <b>LAST DATE REVISED: 07/2026</b>       |

### About the Latin American Association

The mission of the Latin American Association (LAA) is to empower our community to adapt, integrate, and thrive. Our vision is 'Opportunity for all.'

Founded in 1972 to serve Atlanta's then-emerging Latino population, the LAA has grown to become the region's leading agency representing Latino issues. Our 54-year history and community-based mission render the organization truly unique in its work and capabilities. The LAA stands as the oldest, most trusted, and only fully bilingual organization in the region focused exclusively on the needs and concerns of the Latino community.

Impacting over 26,000 individuals each year, the LAA offers Latinos an extensive range of evidence-based services, programs, and support to help them achieve success. Our core programs include: Family Services; Employment Services; Women's Economic Empowerment Program; Domestic Violence Legal Program; Immigration Legal Services; Education and Language Services; Youth Programs; and Policy and Advocacy Programs.

### **POSITION SUMMARY**

The Marketing Director is a senior strategic leader responsible for elevating the LAA brand, voice, and visibility in support of its mission to empower our community to adapt, integrate, and thrive, and its vision of "Opportunity for all." Reporting to the Chief Revenue Officer, this role leads the development and execution of integrated marketing, communications, and public relations strategies that drive engagement, fundraising, advocacy, and community impact.

The Marketing Director oversees all aspects of external and internal communications, including brand strategy, media relations, digital marketing, content development, and multi-channel campaigns. This role partners cross-functionally with programs, development, and executive leadership to ensure alignment, strengthen organizational positioning, and amplify LAA's presence as a leading voice for the Latino community in Georgia.

### **ESSENTIAL DUTIES AND RESPONSIBILITIES**

- Lead the development and execution of comprehensive marketing and communications strategies aligned with organizational priorities.
- Direct all communication channels, including media relations, website, email marketing, and social media platforms.
- Establish and oversee brand strategy, positioning, and messaging to ensure consistency and cultural relevance across all touchpoints.
- Define KPIs and performance metrics; analyze data to optimize campaigns, audience growth, and engagement.
- Serve as the primary point of contact for media and external communications, building and maintaining key relationships.
- Oversee content strategy and storytelling efforts that elevate LAA's mission, programs, and community impact.

- Collaborate with the Development team to support fundraising campaigns, donor engagement, and revenue-generating initiatives.
- Provide strategic leadership for major campaigns, events, and public-facing initiatives.
- Ensure internal alignment by partnering with departments to support program visibility and communication needs.
- Lead, mentor, and manage marketing staff, fostering a high-performing and collaborative team environment.
- Manage external vendors, agencies, and contractors to ensure quality and cost-effective execution.
- Oversee departmental budget, resource allocation, and operational efficiency.
- Ensure all communications are culturally competent, bilingual, and reflective of the communities served.

## **QUALIFICATIONS**

The qualifications listed below are representative of those required to successfully perform the essential duties and responsibilities of this position.

### **Education and Experience:**

- Bachelor's degree in Marketing, Communications, Public Relations, or a related field (Master's preferred).
- Seven or more years of progressive leadership experience in marketing and communications, preferably within the nonprofit sector.
- Demonstrated success in developing and executing integrated marketing and communications strategies.
- Proven experience in brand management, digital marketing, and media relations.
- Experience supporting fundraising, donor engagement, and revenue-generating initiatives.

### **Knowledge, Skills, and Abilities:**

- Fluency in English and Spanish (written and verbal).
- Deep expertise in marketing strategy, communications, and public relations.
- Strong knowledge of digital marketing tools, social media platforms, and email marketing systems.
- Excellent written, verbal, presentation, and interpersonal communication skills.
- Strong leadership, organizational, and project management skills with attention to detail.
- Ability to collaborate effectively with diverse communities and stakeholders.
- High proficiency in Microsoft Office (Word, Excel, PowerPoint) and design tools such as Canva.
- Ability to manage multiple priorities and meet deadlines in a fast-paced environment.

### **Disclaimer**

This job description is not intended to be all-inclusive. The incumbent may be required to perform other related duties as assigned by their supervisor. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions of the position.

If you are interested in joining our team, please submit your cover letter and résumé to Human Resources at [jfernandez@thelaa.org](mailto:jfernandez@thelaa.org). To learn more about the LAA, visit us at: [www.thelaa.org](http://www.thelaa.org)

Nothing in this document should be interpreted as limiting or restricting the company from making such changes in job assignments or job responsibilities, as it may deem necessary. The company reserves the right to amend or modify the contents of this document at any time. Nothing in this document shall be construed as an offer, contract, or guarantee of employment or work assignment.