

Voces Latinas
Job Description



POSITION: Communications Specialist

SALARY: \$22/per hour (21-35 hours a week)

REPORTS TO: Director of Programs

Mission: Voces Latinas (VL) aims to reduce the rate of HIV transmission among immigrant Latinos by empowering, educating, and providing leadership and advocacy training to enable them to make healthier decisions for themselves and their families. Through collaborative relationships, we connect immigrant Latinos with culturally and linguistically sensitive resources and services to address their immediate needs, which allows them to identify with their risk for HIV/AIDS.

Voces Latinas reaches close to 3,000 immigrant Latinas each year through its outreach and programs which include: HIV and STI counseling and testing; linkage to care; Spanish HIV educational workshop series; Saturday arts and crafts support group session for isolated immigrant Latinas; supportive case management and individual counseling for Latinos who are at risk of or living with HIV including access to pre-and-post exposure prophylaxis (PrEP/PEP); connection to culturally and linguistically appropriate services; providing *Promotoras* (peer advocates) trainings yearly to become peer leaders; hold public forums and events; provide intimate partner violence prevention and intervention to immigrant Latinas; community mobilization project which involves partnering with local businesses. VL also provides support to young men who have sex with men (YMSM) through an evidence based intervention called Holatinos as well as HIV prevention that includes testing and connection to PrEP/PEP.

Voces Latinas seeks a Communications Specialist to coordinate and manage all online marketing, including all social medial platforms. The Communications Specialist will work closely with the all Voces Latinas program for cohesion in messaging, design, and feel and to ensure robust and authentic content.

Essential Duties/Responsibilities:

- Centralizing Voces Latinas' online marketing/communications for consistency, following and adapting the recommended strategy
- Organizing the workflow for all communications
- Managing Voces Latinas' editorial calendar
- Identifying upcoming opportunities/events/activities to promote
- Deciding which channels to promote what content and when
- Liaising with leadership on upcoming opportunities for Voces Latinas and getting approvals and sign-off
- Updating the website on a regular basis (weekly)
- Posting on social media while following a schedule
- Finalizing designs, and content before sharing with leadership and then posting
- Writing/updating headlines and social media posts that get attention
- Either producing or coordinating production of (and sending) targeted regular mass emails, including for donors, or managing their production
- Coordinating with program staff on text messaging related to promoting events or VL in general (program and outreach staff should manage texting to clients)
- Overseeing adherence to VL's brand internally and externally
- Deciding about communication tech needs as needed, in coordination with database/tech staff.
- Other duties as required

QUALIFICATIONS:

- Knowledge of communications technology (website and social media)
- Excellent written and oral communication skills
- Creative and skilled with images/photo stock
- Willing to learn and be flexible
- Bilingual (Spanish and English)

Voces Latinas offers a competitive compensation and fringe benefits package including health insurance, short term disability, family medical leave, and generous vacation/sick/holiday leave.

Voces Latinas is an equal opportunity employer and complies with all federal, state, and local laws which prohibits discrimination in employment. People of color, Afro-Latinx, trans people, women, people with intersex conditions, people who have lived in poverty, people with disabilities, immigrants, and lesbian, gay, bisexual, and queer people are strongly encouraged to apply.

Please send cover letter and resume to:

Lissette Marrero, MSW – Human Resources at lmarrero@voceslatinas.org