



# The Immigrant Welcome Center

## Job Description: Marketing and Communications Manager

**Department:** Administration

**Status:** Full-time, exempt

**Supervisor:** CEO

**Salary:** \$45,000-\$65,000 (based on experience and education)

**Date Posted:** June 2024

The mission of Immigrant Welcome Center (IWC) is to be a trusted partner and advocate for all immigrants. We are committed to ensuring that our communities are welcoming and have resources so that all immigrants can thrive. IWC team members enjoy a collaborative, ambitious, mission-focused culture; flexibility for home and office-based work; supportive benefits (including health insurance); flextime and time-off arrangements that support healthy integration of work and life demands.

### Position Summary

The Marketing and Communications Manager is responsible for overseeing IWC's internal and external communications, and marketing. The manager will help drive awareness and deepen constituent engagement. The manager will share the story of IWC and its constituents through implementation of our communications and marketing strategy.

### Responsibilities

#### General Marketing and Communications

- Collaborate with leadership to create and implement marketing and communications campaigns and strategies that boost brand awareness and advance the mission and vision of IWC.
- Define key performance indicators for each communications channel to indicate a campaign's level of success and regularly monitor results.
- Collaborate with leadership to create internal communications protocols and procedures.
- Design and manage visual brand elements, marketing materials, marketing guidelines, promotional items.
- Collaborate with fundraising team to ideate and implement promotional materials, social media posts as needed.
- Responsible for graphics of IWC's print and digital materials.
- Manage staffing of events by IWC staff and volunteers.
- Staying informed and updated on trends in the field.

#### Digital Marketing

- Develop, monitor, and proactively maintain IWC's website content.
- Write and edit content for IWC's website and email marketing efforts, including e-newsletter.
- Create, manage, and engage IWC's presence across social media channels, including, but not limited to: Facebook, Instagram, LinkedIn, and YouTube.
- Develop content and post daily for social media.
- Monitor and analyze engagement and performance across all social channels and website.

#### Public Relations

- Collaborate with staff and leadership to identify and develop the public voice of the brand.
- Maintain style guides and brand voice outlines for all external communications and marketing.



- Build and maintain relationships with key media outlets and journalists.
- Draft press releases, reports, and talking points following organizational news.
- Serve as representative and spokesperson for the organization when CEO is not available.

### **Success Indicators**

Success in this role is indicated by the following:

- Clear communicator for diverse audiences
- Meet project deadlines
- All materials produced reflect well on the organization
- Knowledgeable of communication practices, tools, and techniques in social media
- Display a positive attitude about the rights and opportunities for immigrants.
- Foster feelings of confidence and collegiality with colleagues, board members, volunteers, and other stakeholders.

### **Work Responsibilities & Requirements**

- Works 3 days in the office, 2 days hybrid (where you can be remote or in-person).
- Flexible working schedules, 8-hour shift Monday – Friday. Choose your start time between 8:00am-9:30am, and end time between 4:00pm -5:30pm.
- Some evening and weekend work is required (flex time available).
- Extensive administrative work on computer and phone.
- Any other duties and responsibilities assigned by CEO and/or supervisor.

### **Required Qualifications & Skills**

- Bachelor's degree (accepted from any accredited university) in related field
- 2+ years of experience in related field
- Professional and clear communication skills
- Fluent in English
- Authorized to work in the United States

### **Preferred Qualifications**

- Fluent in another language
- Lived experience as an immigrant (in the U.S. or abroad), or a child of an immigrant
- Graphic design skills used in designing meaningful graphics for social media posts and newsletter layouts (digital and print)
- Proficient in Canva, Constant Contact, Classy, Hootsuite, Microsoft office, and social media platforms.

**EQUAL EMPLOYMENT OPPORTUNITY/AFFIRMATIVE ACTION EMPLOYER:** IWC is committed to promoting diversity, multiculturalism, and inclusion and is proud to be an equal opportunity employer. We recruit, employ, train, compensate, and promote without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age, veteran status, or any category protected by law.

*\*\*This is an immediate opening, applications will be reviewed on a rolling basis.\*\**

Please email your resume, cover letter, and references to our COO, Christina Arrom Garza ([carrom@immigrantwelcomecenter.org](mailto:carrom@immigrantwelcomecenter.org)). Subject line should read: Applicant for Marketing and Communications Manager.