



The Immigrant Welcome Center

Job Description: Marketing and Communications Manager

Department: Administration

Status: Full-time, exempt

Supervisor: CEO

Salary: \$47,000-\$67,000 (based on experience and education)

Location: Indianapolis, IN (In-office 3 days a week, hybrid 2 days a week)

Date Posted: June 2025

About Us

Immigrant Welcome Center (IWC) empowers our immigrant neighbors to thrive here in Indiana by connecting them to educational, legal, language and community partner resources. IWC team members enjoy a collaborative, accountable, equitable, and trusting environment. To our staff, we offer a flexible work environment, mission-focused culture, and supportive benefits that support healthy integration of work and life demands.

Position Summary

The Marketing and Communications Manager is responsible for overseeing IWC's marketing and communications strategy to raise awareness of IWC's mission, programs, and impact within the community while deepening constituent engagement. This role includes digital marketing, social media management, content creation, and public relations.

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 goals of IWC.
- Develop compelling content and storytelling that effectively communicates IWC's impact and resonates with diverse audiences, utilizing industry best practices.
- Define, track and monitor key performance indicators.
- Collaborate to create internal communications protocols and procedures.
- Design and manage visual brand elements, marketing materials, marketing guidelines, and promotional items.
- Collaborate with program and development staff to ensure integrated communications that support strategic initiatives and campaigns.
- Manage staffing of events by IWC staff and volunteers.

Digital Marketing

- Manage, develop, monitor, and proactively maintain IWC's website content.
- Write and edit content for email marketing efforts, including e-newsletter, and announcements.
- Create content for IWC's presence across social media channels, including, but not limited to: Facebook, Instagram, LinkedIn, and YouTube.
- Identify engagement opportunities with social media audiences, stakeholders, and community partners.
- Generate performance reports for social channels, website, and newsletter.

Public Relations



- Collaborate with leadership to identify and develop the public voice of the brand.
- Proactively identify media opportunities and monitor news coverage for responsive opportunities.
- Build and maintain relationships with key media outlets and journalists.
- Draft press releases, pitches, and speaking points for interviews.
- Serve as representative and spokesperson for the organization.
- Identify and train IWC thought leaders for media opportunities.
- Monitor coverage and produce performance reports on publication efforts.

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 camaraderie with colleagues, board members, volunteers, community partners, and other stakeholders

Work Responsibilities & Requirements

- Hybrid schedule: 3 days in the office, 2 days hybrid
- Flexible working schedules, 8-hour shift Monday – Friday
- Some evening and weekend work is required (flextime available).
- Extensive administrative work on a computer and phone
- Any other duties and responsibilities assigned by IWC Leadership

Required Qualifications & Skills

- Experience in Canva, Constant Contact, Classy, Hootsuite, Microsoft Office, and social media platforms, or comparable platforms
- Bachelor's degree (accepted from any accredited university) in related field.
- 2+ years of experience in related fields
- 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)

EQUAL EMPLOYMENT OPPORTUNITY/AFFIRMATIVE ACTION EMPLOYER: IWC is proud to be an equal opportunity employer that is committed to serving our community in a impactful way. 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). Subject line should read: Applicant for Marketing and Communications Manager.