



## **Marketing and Communications Associate**

Reporting to and in partnership with the Vice President, Fund Development, Marketing, and Impact (VP), the Marketing and Communications Associate (MCA) will spearhead marketing and communications efforts as the HFSV continues to grow. The MCA will be responsible for creating content, managing ongoing communications and supporting HFSV's strategic fund development needs aligned with our mission.

### **Duties and Responsibilities:**

#### **Marketing & Communications:**

- Develop, maintain and execute HFSV's annual communications and marketing plan, social media strategy and outreach, and communications calendar
- Create content and collateral that aligns with brand standards for published materials, website, newsletter, email blasts, web posts, press releases and other outlets as necessary. Content includes photos, video footage, illustrations, logos, templates, etc.
- Execute email campaigns, meeting deadlines, following timelines, and ensuring uniformity of content/messaging
- Design and edit graphics for print or web as needed
- Produce the publication of HFSV's monthly e-newsletter
- Write blog posts, social media posts, articles, marketing collateral, and other communications as assigned
- Create emails, digital links, landing and splash pages to assist in direct marketing efforts
- Track and report email, website and social media analytics, and recommends communications goals and metrics for assessing their success
- Build relationships with the program staff to accomplish content creation goals
- Serve as the point of contact for strategic partners, consultants, and vendors relative to the organization's communication needs
- Ensure expenses for organization's communication needs remain within established budgets and, if necessary, implement cost-saving alternatives
- Develop, guide, execute the annual constituent survey
- Assist the VP in implementing the organization's fundraising strategies
- Supervise and direct interns as needed
- Perform other duties/responsibilities as assigned



## **Website Management**

- Primary administrator of the website's content management system (Word Press)
- Keep website up-to-date in collaboration with program and admin staff
- Work with staff to develop relevant, meaningful content and maintain the organization's content strategy and web standards
- Work with staff and web vendors to continuously improve the usability, design and content of the association's website
- Monitor and report regularly on website analytics and take corrective action when needed
- Manage and renew website domain names
- Responsible for preparing and monitoring website budget and managing vendor relations with web development companies
- Work with vendors to troubleshoot problems with the website and respond to user requests and comments

## **Social Media**

- Execute social media campaigns and ensure alignment with overall marketing campaign and the organization's mission
- Manage social media editorial calendar and post valuable, shareable content regularly, ensuring the organization is positioned as a leader online
- Monitors and reports on social media outreach
- Manage vendor relations and budget for social media efforts and social media management tools

## **Qualifications**

- Bachelor's degree in communications, marketing, journalism or a relevant field
- 1 to 2 years experience in marketing or communications
- Highly driven and results-oriented
- Strong interpersonal skills and excellent customer service required
- Talented storyteller who enjoys writing with an emphasis on writing for the web and social media
- Ability to manage multiple projects and meet deadlines on time and strong attention to detail
- Graphic design skills and experience with Adobe Creative Suite required
- Proficient in Microsoft office (Word, Excel, PowerPoint, and Outlook) and the Google Suite
- Some knowledge of HTML, PHP and Java Script and/or WordPress preferred
- Knowledge or experience working with Email Solution Providers (e.g., Constant Contact), CRM databases (i.e. Salesforce), event registration software highly desirable



- Willingness to learn and achieve proficiency in Salesforce
- Confident and comfortable interacting with a diverse group of individuals from all sectors of the community including C-suite level executives at Fortune 500 companies.
- Team player and effective collaborator with staff, consultants, and vendors.
- Bilingual (English/Spanish) is highly desirable.
- Enthusiasm for the HFSV's mission and the Latino community we serve

This list of essential responsibilities and requirements is not intended to be exhaustive. HFSV reserves the right to revise this job description as needed to comply with actual job requirements.

**Specifics:**

- HFSV corporate office is located at 1961 The Alameda, San Jose, CA 95126. Must be within reasonable driving distance to San Jose, CA and have the capacity to work out of the corporate office.
- Schedule: general business hours, some flexibility for special projects & events.
- Currently the Foundation's office is open and we offer a hybrid work environment of three days in the office per week at a minimum. This policy may change
- Salary: commensurate with experience
- Noncash benefits include: Medical/dental/vision insurance, paid time off plus 11 paid holidays, supplemental insurance options, 401(k) with match
- Vaccine policy: HFSV is committed to providing our staff with a safe work environment and helping to promote the health of our community. As such, HFSV will require all employees to confidentially show proof of COVID-19 vaccination as a condition of employment, unless they are unable to receive the vaccine because of a medical condition or sincerely held religious belief or practice
- Please submit resumes to [office@hfsv.org](mailto:office@hfsv.org). Please include your LinkedIn profile, your resume, and a cover letter.
- The position will remain open until filled.

The HFSV is an Equal Opportunity Employer (EOE). Applicants are considered for employment without regard to age, race, color, religion, sex, national origin, sexual orientation, gender identity and gender expression, disability or veteran status.