

## The Immigrant Welcome Center Job Description: Marketing and Communications Manager

**Department:** Administration

**Status:** Full-time, exempt

**Supervisor:** CEO

**Salary:** \$40,000 - \$60,000 (commensurate with experience and education)

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 to help IWC improve its mission delivery. The Manager will share the story of IWC and its constituents through implementation of our communications strategy.

### **Responsibilities**

#### General Marketing and Communications

- Collaborate with leadership to create and implement marketing and communications campaigns and strategies that boost brand awareness and help further the goals 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, and promotional items.
- Responsible for graphic of IWC's print and digital materials.
- Collaborates with staff and volunteers in managing and attending various events where IWC is represented.

#### 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 grow IWC's presence across social media channels, including, but not limited to: Facebook, Instagram, LinkedIn, Twitter, and YouTube.
- Develop content for social media and regularly post on each account.
- Monitor and analyze engagement and performance across all social channels.

#### Public Relations

- Collaborate with staff and leadership to identify and develop the public voice of the brand.
- Create 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 2 days in the office, 2 days remote, and 1 hybrid day where you can be remote or in-person
- Flexible working schedules, 8-hour shift Monday – Friday. Choose your start time between 8:00am-10:00am, and end time between 4:00pm -6:00pm.
- 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.

## **Required Qualifications & Skills**

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

## **Preferred Qualifications**

- 3+ years of experience in marketing and communications
- 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 InDesign, Hootsuite, Microsoft office, and social media platforms

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

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