

## **JOB DESCRIPTION**

**Position:** Communications Coordinator

**Reports to:** Director of Development

**Union Unit:** Yes

**FLSA:** Non-Exempt

**Job Type:** Full Time



### **Position Summary**

Centro Legal seeks a creative, proactive, knowledgeable, and dynamic Communications Coordinator who thrives working in a fast-paced environment both independently and in a collaborative team setting. The Communications Coordinator reports to the Director of Development and supports external communications strategies, managing social media platforms, external newsletters, media and press inquiries, and assisting the Development team with fundraising email campaigns and events.

### **Primary Responsibilities**

- Assist program teams' communications in designing, developing and implementing a communications strategy designed to further the teams' objectives
- Develop, execute, and manage social media strategy, monitoring the most important social media Key Performance Indicators
- Write a variety of different content to support communications and marketing efforts, including social media, newsletters, website copy, brochures and press releases
- Design collateral and marketing materials
- Respond to media inquiries and maintain relationships with journalists and other members of the press, as well as keep track of Centro Legal in the news
- With the Director of Development, perform outreach to press outlets, magazines, influencers and build strategic partnerships to grow brand notoriety
- Monitor analytics and create reports detailing the successes and failures of communications campaigns and strategies
- Other duties as assigned

### **Qualifications**

First and foremost, the applicant must profoundly share Centro Legal's mission and vision of social justice. Qualifications include:

- Bilingual and Bicultural English and Spanish is required.
- Two plus years experience in a communications or marketing role or relevant work experience in the nonprofit sector
- Very strong writing, editing, critical thinking, and communications skills
- Very strong organizational and administrative skills
- Ability to work both independently and in a highly collaborative team environment
- Knowledge of email marketing software such as Constant Contact or similar program

- Proven knowledge of communications and marketing ethics and best practices
- Demonstrated commitment to serving low-income communities, Black communities, Indigenous communities, and communities of color
- Alignment with Centro Legal's values and demonstrable commitment to anti-racist values

### **Compensation**

Salary is competitive and commensurate with experience ranging from \$24.13-\$28.65. We provide a generous benefits package, including life insurance, LTD, leave policies, vacation, and December Holiday office closure at full pay.

### **To Apply**

Review of applications will begin immediately and continue until the position is filled. Applicants are encouraged to apply as soon as possible. Submit via email: 1) cover letter, 2) resume, and 3) a list of three professional references. Include "**Communications Coordinator**" in the subject line. Please email application materials directly to [jobs@centrolegal.org](mailto:jobs@centrolegal.org)

### **POSITION OPEN UNTIL FILLED**

### **About Centro Legal de la Raza**

Founded in 1969 and headquartered in Oakland, California, Centro Legal de la Raza (Centro Legal) is a comprehensive legal services and advocacy organization protecting and advancing the rights of immigrant, low-income, and Latino communities through bilingual representation, education, and advocacy. We combine quality legal services with know-your-rights education, affirmative litigation, and youth development, ensuring access to justice for thousands of individuals and families each year throughout Northern and Central California.

For more information, visit our website: <https://centrolegal.org/>

### **Diversity Statement**

Centro Legal's mission includes advancing social, economic and racial justice. We are committed to fostering, cultivating and preserving a culture of equity, diversity and inclusion within and ensuring a workplace where all staff can flourish and grow professionally and well beyond. Our staff are the most important part of our ability to achieve our mission. The collective sum of the individual differences, life experiences, knowledge, inventiveness, innovation, self-expression, unique capabilities and talent that our employees invest in their work represents a significant part of not only our culture, but our reputation, sustainability and our organization's success. Centro Legal is an equal employment opportunity employer and does not discriminate on the basis of race, color, religious creed, sex, pregnancy), gender, national origin, ancestry, citizenship, age, medical condition including genetic characteristics, mental or physical disability, military or veteran status, marital status, family responsibilities, caregiver status, sexual orientation, gender identity (including transgender status), gender expression, weight, height, linguistic characteristics (such as accent and limited English proficiency where not substantially job-related), citizenship status, status as a victim of domestic violence, sexual assault, or stalking, HIV/AIDS status, or any other basis prohibited by law. Centro also prohibits discrimination based on a perception that an individual has any of the characteristics of the protected classes listed above, and further prohibits discrimination against an individual who is associated with a person who has, or is perceived to have, any of those characteristics.