



<b>Job Title:</b>	Communications Coordinator
<b>Reports to:</b>	Program Director
<b>Salary Range:</b>	Commensurate with Experience
<b>FLSA Status:</b>	Non-Exempt
<b>Job Location:</b>	El Paso, Texas
<b>Work Week:</b>	Part-time

## **SUMMARY**

This position will oversee all external communications in the El Paso area for Con Mi MADRE with the aim of enhancing and optimizing the visibility and influence of the organization in service of its participants, mission and goals. This position requires a creative thinker and motivated person with strong attention to detail.

## **ESSENTIAL DUTIES**

- Develops and executes the chapter's communication strategy in alignment with the organization's strategic plan.
- Works alongside the development and programming teams to ensure timely and accurate information is disseminated to donors, volunteers, participants, and community members.
- Represents Con Mi MADRE in the community in a way that is professional and consistent with the organization's mission and vision.

### **Communications Responsibilities**

Effectively communicates Con Mi MADRE's value and impact to donors, volunteers, and other stakeholders.

Creates and edits external print and digital communications for the El Paso Chapter, including: community newsletters, press releases, media pitches, media lists, event brochures/flyers/posters, etc.

### **Social Media Responsibilities**

Manages and executes an effective social media strategy for the chapter while maintaining the integrity of the organization's branding and messaging.

## **QUALIFICATIONS, COMPETENCIES AND SKILLS REQUIREMENTS**

- Bachelor's Degree in public relations, communications, marketing or a related field required.
- 1-3 years of communications experience required.

- Exceptional verbal and written communication skills; communicates clearly, professionally and persuasively.
- Excellent interpersonal skills and demonstrated ability to maintain a polished, professional demeanor and work effectively with people of diverse backgrounds.
- Excellent attention to detail.
- Media savvy (includes traditional and online social media).
- Thinks strategically and creatively.
- Proactive/self-starter who requires minimal supervision.
- Manages multiple and competing priorities and timelines in a fast-paced environment.
- Works independently and within a team; fosters collaboration.
- Maintains confidentiality and professionalism.
- Knowledge of social media management software preferred.
- Basic proficiency in Adobe CC preferred.
- Knowledge of MyEmma or other email marketing software preferred.
- Bilingual strongly preferred.

### **HOW TO APPLY**

To apply for this position, email cover letter and resume to [Casi@conmimadre.org](mailto:Casi@conmimadre.org). You may also mail your information to Con Mi MADRE at 4175 Freidrich Lane, Suite 200 Austin, Texas 78744.