



Open Position: Marketing Manager

HIGHLIGHTS

Full-Time Position

In-Person in Chelsea, MA

Salary Range: \$50,000 – \$65,000/year, with flexibility for the right candidate

The Marketing Manager at La Colaborativa manages all communications and marketing efforts. Reporting to the Director of Development, the Manager is responsible for all content (including digital) creation and implementation; the management of all aspects of La Colaborativa's social media presence and website. The Manager also works across the organization (and with organizational partners when relevant) to ensure consistent, effective, and on brand communications and marketing support of all projects, programs and events. This position is expected to be comfortable working both independently and collaboratively with internal team members and external stakeholders, and be able to thrive and pivot priorities in a fast-paced environment.

Key Duties:

- Develop and implement communications and marketing plans to effectively support and promote all La Colaborativa projects, programs, and events. This includes coordinating all communications activities and the timing of those activities for the organization.
- Write, edit, and distribute content such as newsletters, press releases, flyers, annual report, website pages, marketing emails, social media posts and campaigns, media kits, talking points, and more.
- Track news outlets daily and report on relevant articles, stories, updates, and information.
- Manage all aspects of Second Nature's social media presence (website, LinkedIn, Facebook, Instagram, Twitter, YouTube).
- Manage all website updates

Education and Experience Requirements:

- 3+ years experience in marketing, communications, journalism, or another professional writing role
- Cultural safety and sensitivity, specifically with Latinx and immigrant communities
- Enthusiasm for storytelling, writing, photography, and/or design
- Exceptional writing skills and attention to detail
- Ability to meet deadlines and manage complex priorities and projects
- Proficiency in Salesforce, Constant Contact, Canva, Loomly, and/or Wordpress preferred
- Excellent verbal communication
- Excellent people skills
- Integrity
- Bilingual in Spanish and English a plus

La Colaborativa is committed to diversity, equity and inclusion in hiring and it's important to us to bring members onto our team who are passionate about our mission and reflect the BIPOC, immigrant, and Spanish-speaking backgrounds of the communities we serve. If you are an interested applicant and do not check all of the boxes above, please still reach out to see if you could be a good fit for our growing team.

To Apply:

Submit a resume to Katherine Mulkern, Director of Development: katherinem@la-colaborativa.org