



POSITION ANNOUNCEMENT

Marketing and Communications Specialist

About Us

La Casa de Don Pedro, Inc. (LCDP) was founded in 1972 by a group of local activists seeking to establish educational and charitable programs to meet the needs of Newark's Puerto Rican community.

Named in honor of Don Pedro Albizu Campos, LCDP has since evolved to become the largest Latinx-led organization in the state of New Jersey, serving 50,000 Newark and Essex County residents annually under three central pillars: Early Childhood (Prenatal, Early Head Start, Head Start, and Pre-K); Healthy Homes (Low Income Heating and Energy Assistance Program [LIHEAP], Weatherization, Lead Remediation/Abatement); and Community Empowerment (Women & Family Center, Immigration, Workforce Readiness, Youth Enrichment, Housing & Home Ownership Support, and Community Organizing). For more information, please visit www.lacasanwk.org and be sure to follow @lacasanwk on all social media platforms.

Who we Seek

La Casa de Don Pedro seeks a Marketing and Communications Specialist that supports the Director of Communications in assisting with the day-to-day administration and operations of the Executive Office. To be successful in this role, the Marketing and Communications Specialist should be creative, detail-oriented, and experienced with all social media platforms. The Marketing and Communications Specialist will serve as an integral member of the Executive Office and will contribute to the overall efficiency of La Casa de Don Pedro by providing personalized and timely support.

Duties and Responsibilities:

- Contributing to the creation of graphic and marketing materials such as print, social media, video, and web content.
- Posting/scheduling pre-approved social media content across all social media platforms (FB, Instagram, Twitter, LinkedIn, TikTok, Flickr, YouTube).
- Daily monitoring of all social media platforms for trending news, ideas, and feedback in addition to engaging, relationship building, and responding to inquiries/comments from our followers.
- Assisting in the creation and distribution of email and text message campaigns and evaluating analytics (click-through, open rates, etc.).
- Capturing footage of community members, program participants, staff, and events as needed (photo/video).
- Collecting testimonials and experiences from community members, program participants, staff, and partners.
- Basic updates to website via WordPress.
- Create and distribute monthly marketing/communications reports, which provide insight into key data points.
- Managing the proper storage and electronic filing of photo, video, and other marketing and communications documents.
- Assisting in the creation of online surveys and forms (Google Drive, Microsoft 365).

Educational & Experience Requirements:

- High School Diploma or equivalent.
- Bilingual Preferred (Spanish, Portuguese, Haitian Creole, French, or Yoruba).
- Experience with Canva required. Adobe Photoshop or Illustrator proficiency a plus.
- Experience with FB, Instagram, Twitter, LinkedIn, TikTok, Flickr, and YouTube required.
- Photography, Videography, and editing skills required.
- Experience with WordPress required.
- Experience with Constant Contact and/or Mailchimp preferred.
- Excellent verbal and written communication skills.
- Ability to produce creative and innovative designs and writing.
- Comfortable with multitasking and managing deadlines in a high-paced environment.
- Ability to work both independently and collaboratively.
- Excellent organizational skills and attention to detail.
- Must have strong interpersonal skills.
- Excellent problem-solving and decision-making skills.
- Proficient in MS Office Suite (Excel, Word, PowerPoint, Teams, Outlook, etc.) as well as Office 365 and Google Drive.

Physical Requirements:

- Prolonged periods sitting at a desk and working on a computer.
- Must be able to lift up to 35 pounds at times.

**The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

Compensation, Schedule, and Other Information

- **Employment type:** Part-time
- **FLSA status:** Non-exempt
- **SOC code:** 13-1161
- **Reports to:** Director of Communications
- **Schedule:** Flexible, Monday – Friday 9:00 am -5:00 pm. (4hrs a day)
- **Compensation:** \$20.00 – \$25.00 per hour. Commensurate with experience.
- **Fringe Benefits:** Paid sick leave, holiday pay, and 401k Retirement Plan offered upon eligibility with 2% employer match.

COVID-19 Vaccination Requirements

- La Casa de Don Pedro requires vaccination against COVID-19 for all employees. Reasonable Accommodation based on qualifying disability, medical necessity or sincerely held religious belief in accordance with applicable law will be considered upon request.

To Apply

- Please send a resume via e-mail to careers@lacasanwk.org with “**Marketing and Communications Specialist**” in the subject line.
- No telephone calls. Only candidates considered for an interview will be contacted.

La Casa de Don Pedro, Inc. is an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex (including sexual orientation, gender identity and pregnancy), status as a parent, national origin, age, disability (physical or mental), protected genetic information, political affiliation, military service, non-merit based factors, or any other characteristic protected by law. We encourage candidates from historically underrepresented backgrounds to apply.