



POSITION TITLE: Marketing Communications Coordinator
REPORTS TO: Communications & Development Director
WORKSITE: Omaha, Nebraska
POSITION TYPE: Full Time (salary)
SCHEDULE: Weekdays M-F between 8:30 AM – 5:00 PM
Some evening and weekend events are required

ORGANIZATIONAL DESCRIPTION: The Immigrant Legal Center (ILC) welcomes immigrants into our communities by providing high-quality legal services, education, and advocacy. ILC is an affiliate of the national Justice For Our Neighbors network. This year we celebrate ILC's 20th anniversary.

ILC is an equal opportunity employer and does not discriminate on the basis of race, color, national origin, ethnic background, religion, gender, sexual orientation, age, or disability.

POSITION DESCRIPTION: ILC's Marketing Communications Coordinator enjoys a mid-level management position that develops, implements, and monitors internal and external communication projects of the organization to deliver on or before the deadline. The ideal candidate is a self-starter with the confidence and focus to meet deadlines. Broad experience in communications including communications planning, fundraising events, photography, video and print production, graphic design, and website/social media management is required. Extensive experience developing content that helps build nonprofit brand recognition and engagement with our primary audiences is essential.

MAJOR DUTIES OF THE POSITION:

I. Strategy and Planning

- Help develop a formal communications plan to support our programs and fundraising efforts.
- Help strengthen our position as a thought leader for immigration in Nebraska and Southwest Iowa.

II. Copywriting/Content Development

- Write compelling copy for fundraising and social media campaigns, not limited to agency publications, website posts, client stories, correspondence, media releases, advertising/promotions, crisis communications, and reports.
- Write posts and assist staff in developing copy for website and social media sites.
- Work with legal staff to ensure all communications contain accurate legal information in language appropriate for a range of audiences.

III. Media and Website

- Respond to media calls and help prepare staff for interviews.
- Update and maintain the website regularly.
- Plan and implement a social media posting schedule for agency activities.
- Strengthen our regional and national presence through a partial redesign of our website.
- Respond to immigration news and updates quickly through website and social media.
- Produce eNewsletter every other month.
- Track and interpret website and social media analytics.
- Analyze and organize audience segments in MailChimp.

IV. Photography, Video, and Design

- Photograph staff activities and special events.
- Utilize stock photography for agency posts and publications.
- Produce staff “tips” videos for immigrants.
- Design promotional fliers and brochures.
- Create graphics for social media.

V. Fundraising Support

- Support Development communications and donor segmentation.
- Assist with agency event preparation, implementation, and follow-up.
- Enter donation records into GiftWorks donor database.
- Schedule meetings, take minutes, and distribute.
- Perform other duties as required.

QUALIFICATIONS:

- Bachelor’s degree in journalism, communications, marketing, public relations, or related fields; associate degree with commensurate experience will be considered.
- Three to five years of experience in marketing or communications position(s).
- Culturally competent, bilingual, fluent in English and Spanish required.
- Skilled in social media communications (Facebook, Twitter, Instagram, LinkedIn, social media scheduling function, etc.).
- Excellent writing skills (samples required for application).
- Graphic design skills (samples required for interview).
- Knowledge of video recording, editing, and production.
- Well-developed organizational skills with the ability to multi-task, be detail oriented, and work well under pressure.
- Skilled in the usage of Adobe Creative Cloud and Microsoft Office software package, particularly Word, Excel, and PowerPoint.
- Maintain confidentiality and communicate tactfully with staff and agency stakeholders.
- Work well both independently and in a team-based environment.
- Knowledge of GiftWorks donor management software and MailChimp email programs are a plus.
- Basic knowledge or familiarity with immigrant rights and/or immigration law is a plus.

APPLICATION:

- Salary is based on experience.
- Medical, dental, and vision insurance and 403b retirement plan included.
- Include in application: resume, cover letter, references, and writing samples in English and Spanish.
- Submit application to Dawn Bashara at dawn@immigrantlc.org.
- Position will remain open until filled.