

PUENTE Learning Center Marketing and Communications Coordinator

PUENTE Learning Center is an educational nonprofit organization that allows students and their families to access new opportunities and contribute fully to the community. Each year, over 2,000 constituents come to PUENTE in an effort to improve their lives. PUENTE operates a preschool, charter elementary school, college and career programs, adult education, and community services. Since 1985, we have served over 120,000 students from Boyle Heights and beyond. www.puente.org

Reporting to the Vice President of Advancement, this position plays a key role in furthering the organization's mission and vision. The role of the Marketing and Communications Coordinator is essential in messaging and branding PUENTE Learning Center as a whole, its programs, and events.

Responsibilities

- Assist in planning and executing the organization's strategic marketing efforts; assist in implementing marketing and communications strategies to raise student, employee, and public awareness of PUENTE's programs, services, activities, and goals.
- Edit, proofread, and coordinate production of major publication and collateral materials to ensure product quality, consistency, and accuracy.
- Maintain templates for flyers, postcards, and other communications.
- Attend various PUENTE events in support of communications, capturing photo and video content as needed.
- Create content and manage scheduling of PUENTE's digital messaging and presence, including social media accounts, website, and email newsletters.
- Consult with program and administrative staff to assess their marketing needs and recommend appropriate strategies.
- Coordinate the execution of print and digital advertising. Write promotional materials for print and digital communications to enhance the image of PUENTE and to promote its programs and services.
- Assist with evaluation processes to assess the effectiveness of PUENTE's marketing efforts and to identify and improve strategies.
- Perform related duties as assigned.

Essential Skills

- Strong organizational skills that reflect ability to perform and prioritize multiple tasks.
- Exercise interpersonal skills with tact, patience, and courtesy.
- Write persuasively and in all the major forms (promotional, journalistic, business, advocacy).
- Effectively use correct English usage, grammar, spelling, punctuation, and vocabulary.
- Tailor messages and collateral materials to different audiences.
- Proofread and coordinate product quality.

- Experience in the educational and nonprofit sector is highly desirable.
- Highly resourceful team player.
- Adhere with schedules to meet deadlines.
- Establish and maintain cooperate and effective working relationships with PUENTE colleagues and external stakeholders.
- Raising awareness of the organization's mission and programs by creating and sharing interesting, relevant, and engaging content
- Discovering new and innovative ways to enhance and expand the organization's social media presence and outreach to various stakeholders
- A positive attitude is a must.
- Commitment to the mission of PUENTE and serving the community.

Requirements

- At least 2-3 years experience in marketing, communications, or public relations.
- Bachelor's degree in Communications or Marketing is required
- Exceptional operation of a computer, desktop publishing equipment, and assigned software.
- Professional working knowledge of social media platforms such as Facebook, Instagram, LinkedIn, Twitter, and other emerging social platforms.
- Bilingual, English/Spanish, with strong written skills is preferred.

PUENTE offers a competitive salary with a comprehensive benefits package. We also support an overall work-life balance while giving employees the opportunity to impact a growing, mission-driven organization that is committed to the success of all students.

Job Type: Full-time

Hourly Rate: \$23.00 - \$28.00

To apply, please send a cover letter and resume via email to Tesa Marquez, Administration and HR Manager, at tesa@puente.org. No phone calls please.

Review of applications will begin immediately.