

ABOUT US

The Hispanic Alliance is a 501c3 nonprofit based in Greenville, SC, advancing economic opportunity for the growing Hispanic population. We envision a vibrant and inclusive community where everyone has access to opportunities for success and prosperity, and our mission is to foster collaboration and connectivity among people, resources, and cultures to build a thriving community. We convene the largest collaborative network of individuals and agencies working together to increase access to resources and eliminate systemic barriers in four priority areas: Education, Health, Legal Services and Financial Stability. Our work developing the next generation of leaders has been recognized nationally and globally.

We are a growing team of talented individuals who are passionate about our work and love people and collaboration. We are well known for our positive and entrepreneurial organizational culture, and our staff and volunteer network create the best work environment.

POSITION DESCRIPTION

The Creative Director will be responsible for developing marketing strategies and communications, as well as overseeing all public relations activities. This position will collaborate closely with the Fund Development Director to plan and execute the creative components of all fundraising initiatives. The ideal candidate must be self-driven, flexible, resilient, and have a great grasp on design, public relations, branding, and social media best practices.

LEADERSHIP AND STRATEGY

The Creative Director will create and implement multi-year and annual marketing work plans that support the Strategic Plan of the organization, enhancing the image and position of the Hispanic Alliance in the region. Under their oversight, Hispanic Alliance will produce high-quality designs and communications that are representative of the excellence and vibrancy of the Hispanic culture and our organization.

- Responsible for developing and implementing the organization's creative & PR strategy.
- Responsible for developing and managing an annual Marketing & PR budget.
- Effectively engages the board and staff when selecting creative priorities and themes.
- Manages relationships with contractors, and the professional growth of supporting staff.

BRANDING

- The keeper of the HA brand – this position is responsible for the editorial direction, production and distribution of all of HA's designs and communications as well as our online and social media presence.
- Increases the visibility of Hispanic Alliance in the Hispanic community and grows its base of supporters in the community at large.
- Maintains the Hispanic Alliance Brand and Style Guide and ensures consistent use throughout the organization's communications.

FUND DEVELOPMENT COLLABORATION

- HA Annual Report
 - Responsible for the direction and theme for the Annual Report in collaboration with HA leadership and External Affairs Committee.
 - Oversees project management, contractors and vendor relationships to ensure the timely completion of this project.
- Collaborates with the Fund Development team on the Summer and End of Year Campaigns and develops supporting marketing materials.
- Develops strategic marketing collateral that reinforces fundraising efforts as needed by ED or Director of Development.

PUBLIC RELATIONS & EVENTS

- Writes HA press releases and collaborates on press releases involving HA.
- Maintains spreadsheet of media contacts, and fosters relationships with members of the press.
- Monitors news items and current events related to the Hispanic population, and makes recommendations for response, commentary, or involvement by the organization.
- Develops and sustains a calendar of nominations for regional and national recognitions for the Hispanic Alliance, Student DREAMers Alliance, HA staff, and Network leaders and submits applications on a quarterly basis.
- Hispanic Heritage Month (HHM)
 - Responsible for the direction and creative theme of HHM.
 - Supervises the creation of content including, but not limited to: weekly newsletters and blog entries, and event collateral and ensures its seamless integration with HHM website and HA's social media channels.
- La Fiesta
 - Responsible for creating La Fiesta's annual creative theme.
 - Supervises the creation of print, email, social media, and web-based content to promote La Fiesta.
 - Supports HA Leadership and La Fiesta committee in the planning of the event, ensuring a cohesive execution among all elements relating to La Fiesta.

SOCIAL MEDIA & ONLINE PRESENCE

- Sets goals for strategic growth of our websites and social media channels.
- Supervises the development of a comprehensive website administration plan.
- Oversees the creation of creative content for HA's social media channels.

- Oversees social media content and large-scale website updates, to ensure that it is in accordance with HA Brand guidelines in design and voice.
- Stays abreast of best practices.
- Reports on the activity and engagement of HA's social media channels and the performance of our websites and email campaigns.
- Manages Hispanic Alliance's URLs and serves as the main administrator for all Wix accounts.

KEY RELATIONSHIPS

External

- Develops and cultivates relationships with communications and media professionals.
- Develops and cultivates relationships with stakeholders and HA volunteers as needed in order to effectively share the impact of our community and work.

Internal

- Reports to the Operations Director.
- Receives support and advice from the External Affairs Board Committee.
- Works closely with the Development Team on fundraising campaigns.
- Works closely with the Programs Team to support marketing efforts related to Community Teams, the Student DREAMers Alliance, and the HA Network.

ESSENTIAL QUALIFICATIONS/SKILLS

The internal culture of the Hispanic Alliance is fast-paced and nimble. We are looking for team members who have a passion for our mission, and are adaptable, generous, and energetic. The ideal candidate for this position is a fast learner, and can gracefully manage competing priorities.

- Bachelor's Degree required
- 3-5 years of experience in marketing, communications or public relations, preferably in the nonprofit sector.
- Ability to keep calm under pressure, and adapt to changing conditions.
- Must be organized, efficient, detail oriented, and able to develop processes and procedures.
- Ability to build rapport and credibility with community and media partners.
- Ability to work collaboratively with diverse groups and demonstrated commitment to social change work.
- Superb written and verbal communication skills
- Experience with copy editing, writing press releases and working with media.
- Mastery of Instagram, Facebook, LinkedIn and Twitter.
- Proficiency with web-development platforms such as WordPress, Wix, or Squarespace.
- Experience with the Adobe Creative Suite.
- **Fluency in Spanish is preferred but not required.**

HOURS

This is a full-time, exempt position, which requires flexible hours (evenings and weekends).

COMPENSATION/BENEFITS

\$50,000 - \$60,000 annually depending on experience + bonus based on achievement of goals. Health benefits available to full-time employees.

TO APPLY

E-mail a resume and cover letter to Jobs@HispanicAllianceSC.com