



## **JOB ANNOUNCEMENT**

### **Manager, Marketing & Communications**

(Fully Remote Work from the Continental US)

#### **ABOUT THE LCDA**

The Latino Corporate Directors Association (LCDA) is a community of US Latinos at the highest levels of corporate leadership and governance that are committed to paying it forward. Its mission is to develop, support, and increase the number of US Latinos on corporate boards. LCDA's strategy to accelerate Latino placements on corporate boards is focused on three areas: growing demand, growing supply, and raising awareness.

The Latino Corporate Directors Education Foundation (LCDEF) is the affiliated foundation of LCDA. Together with LCDA, the foundation is committed to paving the way for the next generation of US Latina and Latino corporate directors. Its strategic priority is to prepare, position and grow the supply of Latino C-Suite executives prepared for corporate board service and lead with research-based reports and thought leadership.

#### **JOB SUMMARY**

The Manager of Marketing & Communications reports to the Associate Vice President of Marketing & Communications, and in consultation with the broader LCDA-LCDEF Teams, produces content and manages set marketing and communications strategy and other related activities, including social media, programming and events marketing, website content, and thought leadership. The Manager must be comfortable working in a 100 percent remote environment and to travel a minimum of 2-3 times a year for team meetings and LCDA-LCDEF sponsored events.

#### **DUTIES & RESPONSIBILITIES**

- Manages marketing campaigns for LCDA's virtual programming and LCDEF's in-person, BoardReady Institute (BRI), and support as needed on additional projects;
- Manages and promotes brand awareness across all organizational marketing efforts;
- Manages content of newsletter to public constituency;

- Researches and drafts content for the organization's website, infographics, blogs, events, social media, and external communication;
- Adheres to the organization's style guide, ensuring production of high-quality and error-free copy.
- Works with key internal role-players to brainstorm content ideas, in line with the company's strategy and in support of various events, programs, and initiatives;
- Assists with the analysis of marketing data, including campaign results, conversion rates, and online traffic in order to improve future marketing strategies and campaigns;
- Establishes and monitors benchmarks to measure engagement and impact; and
- Manages, tracks, and maintains records of portfolio metrics;
- Adheres to and exemplifies LCDA-LCDEF's core values.

## **SKILLS & QUALIFICATIONS**

- Bachelor's degree with a minimum of 4-6 years' work experience.
- Demonstrated experience in executing on strategies and marketing and social media campaigns, preferably in the not-for-profit, association sector or start-up environment.
- Utmost attention to detail.
- Strong writing and editing skills, and the ability to develop messaging and dynamic marketing content to a diverse audience.
- Comfort and ability to engage and work with a varied set of business executive levels including but not limited to CEOs, corporate directors, and executives. Candidates must have a customer-centric mindset and service approach.
- Passion for advancing and promoting diversity or motivated by mission-based organizations and cultures.
- Self-starter and self-motivated professional, who is creative and entrepreneurial; strong problem-solver who takes a solution-oriented and creative approach to challenges.
- Ability to think both abstractly and concretely, including comfort with ambiguity while still accomplishing meaningful results.
- Team player, committed to work with dynamic leadership and cross-functional teams, while able to also work independently.
- Strong time management and prioritizing skills with a flexible and adaptive work ethic while managing multiple projects at a time.
- Proficient in MS Office Suite of programs/tools (Excel, PowerPoint, Word, Teams), Google Docs, knowledge of Monday.com platform, and some database and project management experience desired.
- Ability to troubleshoot and thrive in a fast-paced environment.
- Bilingual in Spanish and English a plus.

## **EDUCATION**

Bachelor's degree from an accredited university.

## **SALARY RANGE**

\$65,000 – \$95,000 depending on skills and experience; full-time; salaried (40 hours a week).

### **LCDA-LCDEF Core Values**

- ★ **Excellence**
  - Champion a culture of continuous improvement in every facet of our work.
- ★ **Innovation**
  - Catalyze a culture of where we seek superior quality of outcomes.
- ★ **Collaboration**
  - Embrace creating together with our community of stakeholders.
- ★ **Accountability**
  - Exemplify integrity, honesty, and respect in all endeavors.
- ★ **Openness**
  - Nourish an environment where ideas are welcome.

## **SEND COVER LETTER & RESUME OF QUALIFICATIONS**

Send all material and direct any questions to Carmen T. Joge at [cjoge@latinocorporatedirectors.org](mailto:cjoge@latinocorporatedirectors.org).

## **DISCLAIMER**

The preceding job description has been designed to indicate the general nature and level of work performed by employees within this classification. It is not designed to contain or be interpreted as a comprehensive but not all-inclusive inventory of all duties, responsibilities, and qualifications required of employees assigned to this job within a remote work environment. LCDA-LCDEF is an equal opportunity employer and does not discriminate on the basis of race, gender, ethnicity, marital status, sexual orientation, or any other legally protected status.