

## **JOB ANNOUNCEMENT**

### **MANAGER, MARKETING and COMMUNICATIONS**

(Remote Work from the Continental US)

#### **ABOUT THE LCDA-LCDEF**

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 Marketing and Communications Manager reports to the Associate Vice President of Marketing & Communications, and in consultation with the broader LCDA-LCDEF Team, produces content and manages marketing and communications related activities and functions, including tracking social and media metrics; supporting on press releases; managing monthly newsletters; producing email campaigns; managing member promotion and creating amplification kits among other assignments. Manager stays current of corporate board trends, issues, data, and relevant research and thought leadership.

#### **OVERALL DUTIES & RESPONSIBILITIES**

##### **Communications & Marketing**

- Manage content of monthly newsletter to public constituency with input from the team as needed;
- Manage and execute organization's communication strategy for media outreach, digital and print communications;
- Create and manage amplification projects of LCDA director and executive member profiles;
- Research and draft content for the organization's website, infographics, blogs, events, and newsletters;
- Manage the distribution of external communications;
- Adhere to the organization's style guide, ensuring that we produce a high-quality and error-free copy. Edit and update style guide as needed.

- Work with key internal role-players to brainstorm content ideas, in line with the company's strategy and in support of various brand initiatives;
- Develop marketing materials for websites and other marketing platforms, and liaise with teams to implement various internal and external communications for the organization;
- Help promote brand awareness through marketing efforts;
- Assisting with the analysis of marketing data, including campaign results, conversion rates, and online traffic in order to improve future marketing strategies and campaigns;
- Establish and monitor benchmarks to measure engagement and impact; and
- Manage, track, and maintain record of communications metrics.

### Website

- Manage and maintain dynamic content across website pages and update as needed;
- Conduct content audits to eliminate redundant and/or duplicate information;
- Create appropriate website content aligned with the organization's strategy;
- Collaborate with all staff and management to ensure that the website aligns with brand strategy and meets the organization's standards; and
- Keep up-to-date with industry best practices on website design and management.

### Cross-Functional Support

- Collaborate closely and support the work of our cross-functional teams as needed on all marketing and communications collateral, and social media assets, etc.; and
- Advance the mission and support the building of community across organizations' online, member, and social media platforms.

### **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.
- Strong writing and editing skills, and the ability to develop messaging and dynamic marketing content to a diverse audience; strong attention to detail.
- Comfort and ability to engage and work with members of the media and a varied set of business executive levels including but not limited to CEOs, corporate directors, and executives.
- 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; a hard worker with a flexible and adaptive work ethic while managing multiple projects at a time. Strong time management and prioritizing skills.
- Proficient in MS Office Suite of programs (Excel, PowerPoint, Word), Google docs, and some database and project management experience desired.
- Ability to troubleshoot and thrive in a fast-paced environment.
- Demonstrated success, preferably in the not-for-profit, association sector or start-up environment.
- Bilingual in Spanish and English a plus.
- Interested candidates must be comfortable working remotely, as well as meeting in-person a minimum of 2-3 times a year for team meetings and LCDA-LCDEF sponsored events.

**SALARY RANGE:** \$60K-\$85K; Depending on skills and experience; full-time, remote work

**POINT OF CONTACT:** Carmen Joge, Vice President, Operations & Governance

**PLEASE SEND RÉSUMÉ AND COVER LETTER TO:**

Latino Corporate Directors Association

Attention: 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 inventory of all duties, responsibilities, and qualifications required of employees assigned to this job. LCDA 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.