



Communications Manager Job Description

BACKGROUND ON HISPANICS IN PHILANTHROPY

Hispanics in Philanthropy (HIP) is a transnational network of more than 600 grantmakers, donors, and philanthropic leaders committed to Latino communities in the United States and Latin America. HIP engages Latinos in philanthropy, identifies emerging needs and promising new organizations and leaders in Latino communities, and leads wide-impact, multi-site philanthropic programs to strengthen Latino communities, leaders, and organizations. Through its award-winning Funders' Collaborative, HIP has built the capacity of more than 500 grassroots Latino nonprofits and leaders through grants and trainings in 16 sites across the U.S. and Puerto Rico. In Latin America, HIP funds community-based economic development projects that draw upon the resources of the Latino diaspora. Hispanics in Philanthropy currently has a staff of 15, with its national headquarters based in San Francisco, regional offices in Miami, Mexico City, and New York, and staff and consultants located in several other sites.

POSITION OVERVIEW

The Communications Manager is responsible for the planning and implementation of a marketing and communications plan for HIP that increases the visibility of the organization, raises awareness in the philanthropic sector about the unique needs and opportunities in Latino communities, and increases the visibility of Latino givers to expand philanthropic giving in Latino communities. He or she will play a leadership role in developing a communications strategy that maximizes engagement of institutional funders, individual donors, nonprofit organizations, and other partners through social media, online tools, and mobile technology. This will include positioning HIP as a key information hub for the Latino nonprofit and philanthropic sector, as well as laying the groundwork for facilitating and encouraging giving by and for Latinos through social media and mobile technologies.

The Communications Manager is responsible for communications about the organization as a whole and also works with representatives from the various offices at HIP to promote their specific projects and success. Specifically, the Communications Manager will set and guide the strategy for all communications, website, and public relations messages and collateral to consistently articulate HIP's mission, and will work closely with leadership on a variety of strategic initiatives. The winning candidate will demonstrate a proven ability to develop smart messaging strategies and content in collaboration with other team members within a short turnaround time.

RESPONSIBILITIES

- Plan and implement a marketing and communications plan for HIP, including a plan for the use of online tools, social media, and mobile technology to promote HIP's organizational goals and mission.
- Coordinate development, distribution, and quality control of mass communications for all HIP offices, including HIP's e-newsletter, web site, social media channels, press releases, and print materials.

- In collaboration with HIP program staff, develop messaging strategies and content related to HIP program activities, such as grant disbursements, events, trainings, and research publications.
- In collaboration with HIP development staff, develop messaging strategies and content related to HIP development activities, such as fundraising campaigns, membership solicitations, and events.
- Coordinate webpage and social media channel maintenance—ensure that new and consistent information (article links, stories, and events) is posted regularly.
- Evaluate the effectiveness of HIP’s communications, including the tracking and measurement the level of engagement through various channels over time.
- Manage all media contacts.
- Mentor and lead HIP staff and fellows in strengthening their writing and communications skills.

QUALIFICATIONS

- At least five years of demonstrated experience in an organizational communications setting, with hands-on experience in public relations, communication strategy, marketing and/or nonprofit management.
- Experience using social media, online tools, and/or mobile technology to promote organizational goals and mission.
- Experience managing complex and numerous projects concurrently.
- Strong leadership skills, with the ability to serve as a unifying force for coordination of communications activities, leveraging full participation and contributions to content from staff and volunteers across multiple programs, functions, and sites.
- Ability to take knowledge and transform it into exciting and useful messages, and disseminate final products to appropriate multi-stakeholder audiences.
- Strong writing, proofreading and copy-editing skills.
- Ability to be focused and detailed, meet deadlines and juggle multiple tasks, and work as part of a team, while maintaining the big picture and a sense of humor.
- Master’s degree in communications, computer sciences, public relations, business and marketing, public administration, or related area a plus, but not required.
- Ability to develop bilingual Spanish/English messaging a plus, but not required.
- Graphic design and/or web video editing and posting skills also a plus.

Compensation: Commensurate with experience, with possibility for growth based on performance results. Excellent benefits including medical, dental, vision, and retirement plan matching program.

To Apply: Send cover letter, resume and brief writing sample to Hannah Winnick, *preferably by e-mail*, at hannahsw@hiponline.org, or mail to **Hispanics in Philanthropy**, 55 2nd Street, Suite 1500, San Francisco, CA 94105.