

## **JOB DESCRIPTION**

**Job Title:** Communications Coordinator  
**FLSA Status:** Exempt (HOURLY) .75 FTE 30 Hours Per Week  
\$30 per hour x 1560 hrs for the year  
In Person with evening and weekend hours

**Benefits:** Health, Vision and Dental  
Paid Time Off provided on an accrual basis.  
Sick time off provided on an accrual basis.  
Paid holidays

**Reports to:** Executive Director

**About Galería de la Raza:** Founded in 1970, Galería de la Raza/ Studio 24 is a non-profit dedicated to promoting Xicanx/Latinx art and culture. Our “creative place keeping” ethos is rooted in social inclusion and justice, where community arts are central to navigating the complex intersection of urban development, social inequality, affordable housing, and the historical-cultural legacies of communities of color.

**Job Description:** The Communications Coordinator works closely with the Executive Director and Galería staff to develop and implement cutting-edge communications strategies across a variety of external media platforms to expand and engage Galería audiences. The ideal candidate will have a passion for storytelling and movement building with a strong instinct to think outside the box and experiment with new ideas, deep working knowledge of current digital marketing best practices, and a commitment to supporting art & culture that lead to positive social change.

Galería de la Raza seeks a creative, proactive, and motivated Communications Coordinator that will be responsible for supporting internal and external communications including newsletter, email, print, social media, and online communication. The individual will also support the communication and advertising strategy; assist in events; and perform other administrative tasks as needed. To succeed as a Communications Coordinator, a candidate needs to be well-versed in brand reputation and able to work multiple projects at once.

### **Essential Duties and Responsibilities**

1. **External communications:** Supports communications across platforms including: email, social media, print, and online.
2. **Promotional materials:** Develop promotional strategies and distribute materials such as flyers, brochures, newsletters, press releases, and presentations. Maintains and upholds Galería’s branding and messaging guidelines in all digital and printed materials. Produce all newsletter campaigns, solicit content from internal teams and manage review, testing, and sending. Lead digital execution—across email, website, and social media—of program, fundraising and engagement campaigns throughout the year.
3. **Event coordination:** Staff all Galería events. Lead in day-of event documentation and marketing and assist in event production.
4. **Content Production:** Plans and implements communications strategies through digital storytelling (such as promotional toolkits, cross-sector collaborations) to raise awareness of the organization, its programs, campaigns and events calendar. Identifying strategies to engage with the organization’s audience, national media outlets, reporters, and social media influencers.
5. **Website:** Updates Galería’s website, ensuring that the site is fresh and timely, accurate, and representative of Galería’s many bodies of work.

6. **Funder Reports:** Assist with grant applications and reports by creating work samples. Compiles monthly reports and web analytics to inform content creation; visitorship tracking and setting benchmarks and goals to track progress and growth.
7. **Relationship/ Outreach Cultivation:** Stewards relationships with individual members, nonprofits, corporate and philanthropic partners, and city and county governments. Researching new possibilities for outreach and collaboration with partner organizations.
8. **Organizational strategy:** Contributes to all-staff discussions on organizational strategy, growth, programming, and fundraising. Manage and implement the organization's yearly content and communications with particular focus on storytelling.

### **Skills & Requirements:**

- Proficient knowledge in the following software: Adobe Creative Suite (InDesign, Photoshop, Illustrator, Flash, Premier, Acrobat), Canva, Constant Contact (newsletter production) and Wordpress, Microsoft Office Suite, Google Office Suite, Streamyard, Todoist, and basic HTML.
- Advanced knowledge of the following platforms: Facebook, Twitter, Instagram, Pinterest, LinkedIn, YouTube, TikTok, BlueSky, Hootsuite (other social media management/monitoring tools a plus, Zoom, and Eventbrite).
- Proficient knowledge in photography and video creation and editing skills, and live streaming.
- Experience building social media channels and executing social media strategy for maximum engagement, particularly for mission-driven non-profits or through cause-based marketing.
- Outstanding written and oral communications skills.
- Commitment to Galería's mission to work towards social inclusion and justice, centering community arts to navigate the complex intersection of urban development, social inequality, affordable housing, and the historical-cultural legacies of communities of color (racial, gender, and LGBTQ equity).
- Experience working with people of all ages, socio-economic backgrounds, ethnicities, gender and sexual orientations, and abilities.
- Flexibility, social emotional intelligence, and conflict management skills.
- Demonstrated ability to actively listen and learn.
- Excellent organizational and time management skills. Ability to manage, develop, maintain, and track more than one scheduled project at a time. Ability to pivot, adapt, and prioritize in the face of change within a growing organization.
- Strong written and editing, presentation, and verbal communication skills. Can adapt written voice to fit brand and mission.
- Significant ability to work well in a team setting, be a self starter, and have strong problem solving skills.
- Spanish and English bilingual oral and written skills.

### **Physical Demands**

The physical demands described here represent what an employee encounters while performing the essential functions of this job. Reasonable accommodations can be made to enable individuals with disabilities to perform essential functions.

- General ability to communicate effectively in person or via telephone in a manner that can be understood by those with whom the person is speaking to, including a diverse population;
- General alertness to address emergency or potentially dangerous situations;
- Requires physical ability to remain seated at a desk for long periods of time when needed;
- Basic manual dexterity to operate work processing equipment with skill, speed, and accuracy;
- Must be able to view computer for long periods of time;
- Ability to use public and/or private modes of transportation; duties are office-based, but travel to various offsite venues is required;

- Activities that occur frequently are climbing, bending, squatting, crouching, kneeling, twisting, reaching straight, above or below shoulders;
- Must be able to lift up to 50 LBS.

**To apply, applicants must submit the following:**

1. A resume;
2. A cover letter. The cover letter should outline the following:
  - a. Why you are interested in this position and what you could bring to it (please include any factors that illustrate your diverse background and/or experience); and
  - b. An overview of your relevant experience working with Latine, LGBTQ+ communities, nonprofit organizations, boards of directors, local government departments, and/or community organizing.
3. Two (2) reference letters. References should come from people you have worked with that can speak to your fulfillment of the above stated skills and requirements.
4. A portfolio. Provide two (2) work samples and one (1) written sample showcasing experience of strategic marketing skills and social media campaign building. (This can include: media toolkits, copywriting, press releases, social media campaigns, etc.)

Please submit the required documents to [jobs.galeria@gmail.com](mailto:jobs.galeria@gmail.com) with the Subject Line "Applying for the Communications Coordinator Position".

*Galería de la Raza is an Equal Opportunity/Affirmative Action Employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability, or protected veteran status. For more information about your rights as an applicant, please see the U.S. Equal Employment Opportunity Commission site.*