



Status: Non-Exempt (Part-time)
Title: Communications Director
Reports to: Executive Director

Position Summary:

Perform functions to develop and implement the Casa Chirilagua Communications Plan. Create and promote communication pieces which share Casa’s story well, maintain the brand and enable the organization to fulfill its vision and mission. This position is part-time (15-20 hours/week).

** To apply please send resume, design/photography/video samples, a cover letter, and a statement of faith to: jobs@casachirilagua.org

Key Accountabilities:

1. Web, Email, and Social Media Content and Maintenance (40%)
 - Oversee and direct content development for all online communications including social media channels, scheduled mass emails, and website content

2. Print and Media Production Oversight (30%)
 - Oversee, create, and design brand-consistent media and print productions to include fundraising campaigns, web graphics, mass mailers, annual report, t-shirts, thank you pieces, and other marketing materials as requested

3. Interdepartmental Informational Liaison (20%)
 - Gathering information among departments maintaining a consistent information flow regarding up to date program and development teams’ needs and outcomes.

4. Strategic Communications Planning and Implementation (10%)
 - Provide leadership and oversight for the development and implementation of the annual Strategic Communications plan

Essential Functions:

- Responsible for the development and distribution of Casa’s story through effective and consistent branding, marketing and messaging distribution

- Attend and publicize organizational events, program activities and goals

- Lead the Casa staffing team in communications efforts; coach, train, and empower staff to collect information, tell stories well (including consistent branding and messaging), and participate directly in Casa’s social media presence

- Oversee communications production (content/themes/schedule), maintenance and timely distribution of all forms of media (e-news communications, print pieces, press releases, video, web, and social media)

- Work in collaboration with the development director to design and coordinate production of marketing and promotional materials to include fundraising campaigns, annual report, t-shirts, thank you pieces, and mass mailers

- Responsible for capturing Casa stories through video and photography at Casa Chirilagua programming/events, appropriately engaging media and publicizing stories



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- Cultivate an active social media environment engaging with Casa Chirilagua's audience through media, live video, commenting, and utilizing up-to-date methods and algorithms to boost organic engagement
- Keep content on Casa website up-to-date and post monthly stories

Other Duties:

- Perform or assist with any operations as required to maintain workflow and to meet schedules and quality requirements
- Participate in any variety of meetings and work groups to integrate activities, communicate issues, obtain approvals, resolve problems and maintain specified level of knowledge pertaining to messaging
- Perform other related duties as assigned

Competency:

- Manifest evidence of personal faith in Jesus Christ, knowledge of the scriptures, and a theological perspective that aligns with Casa Chirilagua's core values
- Excellent written and verbal skills in English required
- Fluency in Spanish required
- Proficient with Design software such as Canva, Adobe Light Room, InDesign, Photoshop, and Illustrator
- Experience and competency in moderate video editing programs such as iMovie or Adobe Premiere
- Proficient in social media platforms such as Facebook, Instagram and Twitter
- Fundamental knowledge of photographic composition, lighting, and camera usage
- Working knowledge of Word Press, MailChimp, HTML, CSS, YouTube, Hootsuite, Salesforce, and Microsoft online suite
- Proficient in Microsoft Office
- Strong time management and organizational skills

Education/Experience Requirements:

- Bachelor's Degree in Marketing, Communications, Graphic Design or a related field is preferred
- Three to five years of experience in communications design and production