



HISPANIC CENTER

of western michigan

Community Outreach Specialist

Position Description

This position reports to the Development & Donor Relations.

Organization

Founded in 1978, The Hispanic Center of Western Michigan purpose is "TO UNITE HISPANIC WITH RESOURCES THAT ENABLES THEM TO BECOME SELF SUFFICIENT AND EMPOWERED TO STRENGTHEN WEST MICHIGAN"

We do this through education, economic development and outreach.

For more information, please visit www.hispanic-center.org

Position

Reporting to and in partnership with Development & Donor Relations, this position will support development and communication efforts as the Hispanic Center of Western Michigan (HCWM) continues to grow. This individual will also implement communications strategies through various social media accounts and suggest creative ways to attract more clients and promote the Hispanic Center brand.

Responsibilities

- Community outreach to obtain community feedback to improve our program/services. It includes a mixture of phone, email, social media, virtual/in-person events (planning and attending), door knocking, etc. based on the conditions and needs of the project.
- Coordinate the content, and analysis of social medial accounts.
- Research audience preferences and discover current trends in social media.
- Create engaging text, image and video content for Twitter, Facebook, LinkedIn and YouTube accounts.
- Design posts to sustain readers' curiosity and create buzz around new programs/events.
- Design of all posters, flyer, brochures for program related needs.
- Management and maintenance of Salesforce (donor database). Design and run reports.
- Data entry, processing and acknowledgment of donor gifts on a timely manner.
- Support Development Manager with organization of special events.
- Mail end of year appeal with information provided by Development Manager
- Support programming staff with creation and delivery of presentations to create community awareness.
- Recruitment of volunteers for events
- Keep record of volunteer hours in Salesforce.

Qualifications

- Minimum of a Associates Degree, or equivalent work experience.
- Experience working in donor development or event planning in a nonprofit or educational setting is preferred.
- Demonstrate excellence in organizational, managerial, and communication skills.
- Expertise in multiple social media platforms.
- Ability to deliver creative content (text, image and video).

- Must be able to work well under pressure in a team environment, handle multiple assignments, and meet deadlines.
- Ability to work with a diverse group of people.
- Demonstrated proficiency in Microsoft Office applications.
- Knowledge on Salesforce a plus.

My signature below indicates I have read and understand this job description

Employee Signature

Date

Supervisor Signature

Date