



HISPANIC SCHOLARSHIP FUND

Position: Manager, Marketing & Communications [Written Content]
Reports to: Director, Marketing & Communications
Location: Gardena, CA

Who We Are/What We Do

Founded in 1975, the Hispanic Scholarship Fund empowers Latino families with the knowledge and resources to successfully complete a higher education, while providing scholarships and support services to as many exceptional Hispanic American students as possible. HSF strives to make college education a top priority for every Latino family across the nation, mobilizing our community to proactively advance that goal – each individual, over a lifetime, in every way he/she can. HSF also seeks to give its Scholars all the tools they need to do well in their course work, graduate, enter a profession, excel, help lead our nation going forward, and mentor the generations to come. As the nation’s largest not-for-profit organization supporting Hispanic American higher education, HSF has awarded over \$500 million in scholarships and provides a range of impactful programs for students, HSF Scholars, Alumni, and parents. For more information about the Hispanic Scholarship Fund, please visit HSF.net.

Department Description

The Marketing and Communications Department is responsible for the development and implementation of support materials and services related to marketing, communications, and public relations, across the full range of internal and external media formats and channels, with the ultimate goal of positioning HSF as the leading and most reputable non-profit in the US.

Role Description

The Manager, Marketing & Communications is responsible for all of HSF’s written content, which includes the hands-on creation and execution of HSF’s content initiatives, both externally and internally, ensuring full alignment with HSF’s overall brand and branding protocols. Furthermore, this role will assist in the implementation of support materials related to marketing, communications, public relations, as well as HSF recruitment and services, across the full range of HSF’s internal and external content development. This position will report to the Director, Marketing & Communications and will also receive guidance from him/her on priorities regarding work requests from various departments and/or members of the senior management team.

Responsibilities

Key Responsibilities:

- Ensure accurate and consistent articulation of HSF’s desired positioning in the marketplace, throughout the organization
 - Write and fully execute all genres of internal and external communications, serving as a role model for the writing of others in the organization
 - Develop content, edit, and proofread the following communication materials (this includes hands-on writing and editing)
 - Press Releases/Media Advisories and Programs & Events Copy
 - Scholar and Parent Communication
 - Recruitment Copywriting
- Responsible for drafting and editorial direction of all publications, including, but not limited to, HSF Stories, HSF.net content, and Newsletter copy
- As assigned, write and/or edit development content addressing communications and activities with donors, partners, and other HSF supporters

Writing & Content Development:

- Research, analyze, and interpret information provided to create content
- Write content with target audience in mind
- Write and fully execute all genres of internal and external communications, serving as a role model for the writing of others in the organization
- Ensure editorial integrity, consistency, and accuracy of all content
- Provide editing quality assurance to ensure written text is free of errors in any and all media
- Review website content to ensure most up to date messaging

Collaboration

- Work with internal subject matter experts to write original content that generates interest and effectively supports HSF’s leadership and its desired positioning
- Collaborate with subject matter experts to shape, simplify, and polish their key messages
- Collaborate with other internal creative resources to ensure consistency of approach and adherence to brand guidelines and HSF’s style guide and protocols

Equal Opportunity Employer

Additional Responsibilities

- Maintain the organization's library of written content
- Perform additional responsibilities, as required

Qualifications**Education/Experience**

- Bachelor's or Master's degree in journalism, marketing, communications, or public relations, from an accredited four-year university
- Minimum of 5-7 years' experience in marketing, writing and content, and communications or public relations, with demonstrated success

Specific Professional Skills

- Excellent writing skills, including logic and structure, grammar, usage, syntax, and punctuation, for emails, letters, reports, memos, presentations, ad copy, and all forms of collateral
- Excellent written and oral communications skills, to the point of serving as role model/mentor/leader to others in the organization
- Demonstrated skills, knowledge, and experience in the design and execution of marketing, communications, and public relations strategy/activities
- Demonstrated successful experience writing press releases, creating state-of-the-art presentations, and dealing with media campaigns, social media, and electronic print media

Management Expertise

- Strong creative, strategic, analytical, and organizational skills
- Experienced, comfortable, and committed to working with shared leadership and in cross-functional teams
- Thrives in collaborative environment

Technical Expertise

- Computer literacy in MS Office and page layout
- Advanced proficiency in Word, Power Point, and other office applications

Broad Professional Skills

- Strong time and project management skills, with the ability to juggle multiple projects, timelines, and priorities, at a time
- Strong English communication skills, with preferred fluency in speaking and writing Spanish
- Ability to create and implement successful communication programs
- A gift for getting things done accurately and efficiently

Critical Attributes

- Focus and attention to detail, imperative; this individual must *thrive* on details
- Loves working hard, meeting deadlines, juggling priorities, and producing word-perfect output
- Highly organized and able to work independently to complete projects on deadline
- Self-motivated, resourceful, independent, and persistent problem-solver
- Able to work in a high-velocity environment
- Ability to interact professionally and effectively with a diverse group of fellow team members, executives, managers, and subject matter experts

Additional Requirements

- Flexible to work weekends and/or extended work days, as required
- Comfortable working in a start-up type of environment where information is not always structured and/or routinely available

Other Criteria

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. This position requires:

- Constant sitting or standing,
- Some walking around, and
- Occasionally lifting no more than 10 lbs.

To Apply: Emails resume and cover letter to employment@hsf.net