Position: Director, Marketing & Communications
Reports to: Chief Development Officer
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

Job Description

The Director, Marketing & Communications is responsible for planning, developing, and implementing the marketing, communications, and public relationship strategies, both external and internal, on behalf of the Hispanic Scholarship Fund. This position will report to the Chief Development Officer (CDO). It also has primary working relationships with the senior management team and related external vendors/service providers. Furthermore, this role will oversee 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. This person will also be managing the efforts of the marketing, communications, and public relations staff and either lead, or help coordinate, such activities, across functions, wherever they may occur within the organization, at the strategic and tactical levels.

Job Requirements

Primary Responsibilities:

Marketing, Communications and Public Relations
• Manage, measure, assess, and optimize the performance and effectiveness of all marketing and communications programs, content, and campaigns (including, on-line)
• Responsible for creating, implementing and measuring the success of:
  o A comprehensive marketing, communications and public relations program that will enhance the HSF image
  o All HSF marketing, communications and public relations activities and collateral material (this includes hands-on writing and editing)
• Ensure accurate and consistent articulation of HSF’s desired positioning in the marketplace throughout the organization
• Responsible for editorial direction, design, drafting/finalizing, and distribution of all publications, including, but not limited to, HSF Stories
• Coordinate media interest in the organization and ensure regular contact with target media, formulate and execute appropriate response to media requests
• Oversee the design and creation of all of the organization’s print and electronic materials, such as letterhead, use of logo, brochures, etc.
• Write and fully execute all genres of internal and external communications, serving as a role model for the writing of others in the organization

Strategy
• Develop and maintain an organizational Marketing and Communications Strategy and Work Plan (30-day, 60-day, 90-day, six-month, one-year, two-year, and five-year)
• Collaborate with leadership, finance and the program team to develop an integrated plan and process for media strategy and execution, including ROI goals and measurement
  Ensure that HSF’s mission and vision are reflected in all communication, materials, programs, and events

Planning and budgeting
• Develop department goals and objectives
• Monitor, evaluate and measure goals and objectives, and report progress to CDO, as directed
• Develop short- and long-term plans for the marketing/communications/public relations programs (including social media) and its activities, monitor progress, assure adherence, and evaluate performance
• Design and support cross-functional marketing teams throughout the Organization, as needed, to execute communications strategies and initiatives

Additional Responsibilities
• Perform additional duties and responsibilities, as required

Qualifications
Basic
• Fluency in speaking and writing Spanish is preferred
• Bachelor’s or Master’s degree in journalism, marketing, communications, or public relations, from an accredited four-year university
• Minimum of 10 years’ experience in marketing, communications or public relations, with demonstrated success
• Experience with higher education, preferred

Hands-On Expertise
• 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
• 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
• Experience overseeing the design and production of print materials and publications

Management Expertise
• Demonstrated, successful experience managing people and teams
• Excellent written and oral communications skills, to the point they can serve as role models/lead others in the organization
• Excellent skills and demonstrated experience in formulating and executing marketing and communications strategies
• Strong creative, strategic, analytical, and organizational skills
• Experience developing and managing budgets, hiring, training, developing, supervising, and appraising personnel
• Comfortable and committed to working with shared leadership and in cross-functional teams

Technical Expertise
• Computer literacy in MS Office and page layout
• Advanced proficiency in Word and Power Point

Broad Professional Skills
• Strong time and project management skills, with the ability to juggle multiple projects, timelines, and priorities, at a time
• Ability to create and implement successful marketing and communication programs
• A gift for getting things done accurately and efficiently

Critical Attributes
• Focus and attention to detail, imperative
• 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

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
• Occasionally lifting no more than 10 lbs.

To Apply: email resume, portfolio/work samples, references & cover letter to employment@hsf.net

Equal Opportunity Employer