



HISPANIC SCHOLARSHIP FUND

Position: Manager, Marketing & Communications [Graphics]
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 team is responsible for developing and implementing 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 will be responsible for ensuring that the digital products, services, and product lines that fall under his/her domain are in full alignment with the Hispanic Scholarship Fund's overall brand and branding protocols. This individual will serve as the point-person for developing, implementing, and executing digital marketing initiatives, activities, and work product, including campaigns (print, web, social media, broadcast, etc.), events, corporate responsibility programs, and sponsorship fulfillment.

Responsibilities

Key Responsibilities

- Participates in the design of presentations, ensures they are dynamic, persuasive, and grounded in strategic relevance
- Is thoroughly familiar with, and adheres to, professional best practices in visual communications
- Supports the maintenance of all social media channels by working cross-functionally to ensure the ongoing needs of the organization are met in the social realm
- Actively involved in the copy editing process for across all visual and combined formats and initiates or coordinates delivery of original copy for review by digital asset management
- Coordinates premiums/promotional items, photography, videography, print, and collateral
- Identifies ideas to align with events/outreach and coordinate photo shoots for web placement, description, and cost

Graphic Design

- Designs and executes creative, in support of marketing projects, while hitting established goals, milestones and deadlines
- Ensures brand guidelines and protocols are used across all public and internal assets
- Defines timelines and roadmaps for new projects, while working directly with the Director of Marketing
- Supports a wide variety of requests for graphic assets, across different internal departments
- Optimizes and creates graphics for print and video/web
- Manages all digital collateral for the HSF's programs and events

Social Media

- Manages all social media channels and creates content for each
- Supplies information and data for monthly social media reporting
- Compiles and distributes reports to measure results, performance and competitive landscape
- Provides actionable insights to increase social media following and engagement
- Monitors customer responses on social channels and alerts team to potential crisis issues
- Reports relevant industry trends or news to team to keep all brands at the forefront of social media

Equal Opportunity Employer

Digital Assets

- Captures, organizes and categorizes new assets, such as photography, videos, and webinars
- Administers assets for distribution, publication, publicity, reference, and webmasters
- Drafts event photo and video shot lists
- Ensures most recent digital assets are available for use in all external communications genres

Collaborative

- Coordinates sessions for copy updates with stakeholders to develop new layouts, review consents, and complete changes
- Works with project managers and internal staff to determine project needs and requirements and manage creative projects through the development process
- Works collaboratively with photographers, videographer, printers, and other outside resources to execute projects accurately, efficiently, and in a timely manner

Additional

- Manages vendor relationships and bidding process
- Performs additional responsibilities, as required

Qualifications

Education/Experience

- Bachelor's or Master's degree in graphic design, studio arts, marketing, or public relations, from an accredited four-year university
- Minimum of 4-7 years' experience in graphic design, photography, video production, brand marketing, or creative services with demonstrated success

Hands-On Expertise

- Demonstrated skills, knowledge, and experience in the design and execution of marketing, communications, and public relations strategy/activities
- Demonstrated successful experience creating state-of-the art presentations, media campaigns, social media, and print media
- 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

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

- Adobe Creative Suite - Photoshop, InDesign, Illustrator, Dreamweaver, Flash, Acrobat, AfterEffects, Adobe Premier, DreamWeaver
- Web design: HTML5, aspx, CSS; Javascript/jQuery, SQL Database, Drupal, e-commerce experience are a plus
- Experience using Digital SLR camera and staging products for photography
- This position requires an experienced understanding of how to shoot video and how to cohesively marry video, with voice, text, illustrations, and digital images
- Serious attention to detail with a strong working knowledge of motion/design-related 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; *thrives* 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

Equal Opportunity Employer

- 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, and travel up to 15 %, as required
- Ability to work 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 30 lbs.

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