JOB POSTING

JOB TITLE: Marketing and Advertising Manager
SALARY RANGE: $80,000 -- $85,000
CHIRLA offers excellent benefit, which includes generous time off, health, dental, vision and 401K plan
FLSA Classification: Exempt/Salaried, full-time, regular
REPORTS TO: Executive Director/Managing Director
START: Immediately
LOCATION: Main Office

The Coalition for Humane Immigrant Rights (CHIRLA) is a nonprofit organization founded in 1986. CHIRLA is a California leader with national impact made of diverse immigrant families and individuals who act as agents of social change to achieve a world with freedom of mobility, full human rights, and true participatory democracy. CHIRLA organizes and serves individuals, institutions and coalitions to build power, transform public opinions, and change policies to achieve full human, civil and labor rights. Guided by power, love and vision of our community, CHIRLA embraces and drives progressive social change.

POSITION DESCRIPTION:

The Marketing and Advertising Manager position consists of planning, developing and directing branding and marketing efforts for CHIRLA and CHIRLA Action Fund. This position leads brand strategy, planning and execution, keeping the organization’s brand identity and reputation intact, developing marketing materials always on brand. The position will report to the Executive Director and Managing Director, ensuring all strategic objectives are met throughout the organization.

Responsibilities & Essential Functions:

- In consultation with the Executive Director and Managing Director, the Marketing and Advertising Manager will develop and recommend an annual plan and budget
- Lead the development and implementation of an annual, strategic, calendar that ensures the efforts, resources and time are utilized in a manner that provides the greatest return
- Lead the responsibility for the overall brand strategy and the organizations' brand portfolio, and reputation in the public eye which include C3, C4, etc.
- Collaborates with the all department to ensure goals are met and produce qualitative and quantitative analysis of product/program performance, aggregate feedback, explore new strategic opportunities
- Establishes plans including brand positioning, merchandising and promotion
- Supervise the brand’s content, function and access to brand assets while ensuring brand uniformity and consistency
- Monitor and control outcome of strategic marketing plan and department budget - adjusting plan based on successes, failures, and changes in the external environment
- Manage internal/external design and marketing partners such as advertising agencies, digital marketing firms, production companies, web and social media presence in coordination with the Communications department
- Manage all aspects of the organizations' brand portfolio: logo, design system, voice, photography, brand guidelines and illustration
- Direct the development of communication materials including websites, brochures, etc.
● Participate in meetings with creative agencies, attend TV filming and photo shoots, etc.
● Collaborate on fundraising activities for CHIRLA and CHIRLA Action Fund, developing strategic partnerships and sponsorships with corporate brands
● Keep abreast of all trends in the marketing, branding and PR industry; helping set and drive product strategy and new business opportunities with key partners, including technology solutions (online and mobile) and others in key ecosystems
● Work with external PR agencies with regards to celebrities, personalities, and influencers
● Build relationship with creative services in the production of all digital and print collateral
● Establish brand positioning, identify target audiences, and develop strategic objectives across different channels and segments
● Collaborate with counterparts (DMC and Management team) & outside agencies on product/campaign launches, events, and always-on media/analyst/influencer relations programs
● Responsible for brand marketing activation initiatives and their budgets
● In charge of improving marketing and branding materials and processes from beginning to end
● Act as the key marketing liaison between corporate brands and community partners
● Maintain calendar aligning brand, product and content consistent with organization objectives
● Develop strategies and tactics that authentically connect CHIRLA initiatives to our constituency
● Research speaking opportunities for CHIRLA management + build speaking and awards lists
● Works with the Communications team in conducting media outreach around campaign and product announcements, during events/tradeshows, press conferences, media tours, etc.
● Collaborate on new website design, development and management design
● In charge of the production and management all items related to CHIRLA TV
● Manage the promotion of CHIRLA services & promotion to the immigrant community we serve

SKILLS AND QUALIFICATIONS:

● Bachelor’s degree in Business, Marketing, Advertising, Journalism, Communication or related field experience preferred
● Ability to have positive working relationship with CHIRLA staff, members and allies
● Ability to work independently with minimal supervision and as part of a team
● Bilingual English/Spanish a must, with excellent oral and written communication, and public speaking
● Comfortable and experienced in fast-paced environment and handling multiple deadlines
● Commitment to working in a diverse and multi-ethnic-cultural environment
● Demonstrated commitment to mission and goals of CHIRLA
● Must be extremely organized and able to work under pressure and within tight deadlines.
● Must be able to work efficiently and manage multiple projects at once, which may be at different stages of design and execution
● Must have initiative and the ability to exercise good judgment, and a deep understanding of immigration issues
● Proven experience in a non-profit organization
● Strong commitment and passion to building immigrant power within a broader strategy toward achieving social, economic and racial justice
● Strong interpersonal skills with the ability to work effectively with a diverse community

To apply, send cover letter, resume to: jobs@chirla.org
Subject Line should read: Marketing and Advertising Manager