



JOB POSTING – Digital Content Creator

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 Digital Content Creator will support content creation and logistical duties as required for the Communications Department in the Coalition for Humane Immigrant Rights (CHIRLA) and the CHIRLA Action Fund. This position supports the Communications Department staff playing a key role for the organizations' relevance and voice in the general public. Duties and responsibilities broadly support communications and public relations efforts and increased awareness of CHIRLA's mission and programs. CHIRLA is a regional non-profit organization dedicated to build a just society for immigrants.

DUTIES AND RESPONSIBILITIES:

- Work as a member of Communications Team in ensuring creation of dynamic content and dissemination of CHIRLA's narrative in support of our vision and mission through the various communication channels, networks, and platforms available
- Assist the Social Media Coordinator with content creation activities such as, but not exclusive to, live streaming, photography, video, editing of photographs and video, graphic design, monitor user comments, gather analytics reports, and schedule and post content
- In coordination with Deputy Director, contact and pre-interview community members, obtain informed consent, and arrange for these members to be interviewed for narrative projects such as video, photo, audio, or other media
- Provide "back end" assistance to Communications Department staff and other CHIRLA departments requiring the use of Zoom, Streamyard, or other broadcasting digital platforms to ensure a successful and user-friendly experience during meetings, webinars, and other virtual gatherings
- Research, create, maintain, and provide weekly, monthly, and periodic reports related to our social media analytics, content impact and effectiveness, grant deliverables, and other reports as required
- Assist Social Media Coordinator to Maintain and keep up to date the Digital Media Calendar
- Keep a log or record and submit invoices within a week related to expenses and costs incurred in Communications related activities
- Create and update checklists for communications activities/events to ensure complete preparation for them
- Coordinate with other departments to ensure all logistics and planning steps have been taken for the successful completion of Communications Department programs and activities
- In coordination with the Deputy Director, assist with contacting, vetting, scheduling, and securing supportive services, such as transportation and food among others, for members, guests, and CHIRLA staff, participating in campaign actions, press interviews, virtual gatherings, programs, advocacy actions, and other activities





- Actively participate in the Communications Team's conversation about improving CHIRLA's communications objectives, online presence, social media strategies, tools and strategies to use to better equip CHIRLA on "best practices"
- Assist Deputy Director of Communications with distribution of press content, such as advisories, statements, releases via media distribution software such as Active Campaign or Meltwater
- Attend activities that directly involve and require Communications Department staff such as rallies, press conferences, marches, member events, and the like, where assistance setting up equipment, dismantling, and other duties are required
- Actively participate in fundraising activities as outlined in the Staff Handbook aimed at strengthening the organization's fiscal health and the department's longevity
- Participate in membership efforts as outlined in the Staff Handbook
- Complete and submit weekly schedules and timesheets as well as any other administrative document required and as appropriate
- Actively participate in Team Check-Ins and other coordinating meetings and gatherings with other departments as required

SKILLS AND QUALIFICATIONS:

Required

- Bachelor's degree in communications, journalism, or public relations related discipline, or similar real-world experience, preferred
- Excellent written and verbal communication skills in English and Spanish
- Strong knowledge and experience working with social media platforms, including Facebook, Instagram, Twitter, YouTube, TikTok, and other emerging platforms
- Good working knowledge using photo editing, video editing, and graphic creating software such as Canva, Lightroom, and others, including desktop and mobile versions
- Good working knowledge of Google Suite and Microsoft Office 365 suite, including the use of Word, Excel, Outlook, or PowerPoint, One Drive, and Sharepoint
- Must have own transportation, a valid Driver's license
- Must be able to travel between multiple CHIRLA sites, including Los Angeles, Sacramento & Washington, DC

Preferred

- Working knowledge of Adobe Creative Suite, particularly Photoshop, Lightroom and Acrobat, and WordPress

Desired Traits or Characteristic

- Strong planning, organizational, and management skills
- Ability to meet deadlines and effectively manage multiple tasks
- Ability to work well in team-oriented environment
- Ability to creatively find solutions to challenges
- Ability to anticipate, manage and resolve conflicts
- Ability to work independently as well as a member of a team
- Ability to maintain positive working relationships with staff, members and allies





- Dedication and ability to work flexible hours
 - Excellent interpersonal and verbal and written communications skills
 - Strong commitment to CHIRLA's mission of empowering low-income community groups and immigrants
 - Interest in and/or history of working for social justice
 - Strong interpersonal skills, including the ability to successfully relate to community residents
 - Support CHIRLA's fundraising goals including annual fundraising drive and GALA activities
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JOB TITLE: Digital Content Creator

Salary & Benefits: \$64,896. CHIRLA also offers an excellent benefits package, which includes annual paid vacation; additional paid holiday leave in December; employer contribution to retirement account after three-month of employment; health, dental, vision and life insurance plans.

FLSA Classification: Exempt/Salary, full-time.

Classification: CHIRLA recognizes a staff bargaining unit affiliated with AFSCME District Council 36. This position is included in CHIRLA's bargaining unit and covered under the terms of the collective bargaining agreement.

COVID-19 Requirements: CHIRLA requires all new employees to be fully vaccinated against COVID-19 or submit weekly negative test results

REPORTS TO: Deputy Director of Communications

CLOSING DATE OF THIS POSITION: Position will remain open until filled

LOCATION: Los Angeles, Headquarters

CHIRLA is an equal opportunity employer and makes employment decisions on the basis of merit and administers all terms and conditions of employment, including recruitment, appointment, promotion, compensation, benefits, transfers, training and educational opportunities without regard to pregnancy, childbirth or related medical conditions, genetic information as defined by the Genetic Information Nondiscrimination Act, race, religion or religious creed, color, gender, gender identity or expression, national origin or ancestry, physical or mental disability, medical condition, marital status, registered domestic partner status, age (40 or older), sexual orientation, HIV/AIDS status, pregnancy or pregnancy-related disability, military or veteran status or any other basis protected by federal, state or local law or ordinance or regulation. **All such discrimination is unlawful.** It also prohibits unlawful discrimination based on the perception that anyone has any of those characteristics or is associated with a person who has or is perceived as having any of those characteristics. All such discrimination is unlawful.

To apply, send resume and cover letter to: jobs@chirla.org
Subject Line should read: **Digital Content Creator**

