Esperanza has an immediate opening for a full-time Digital Marketing Associate that would support our content marketing, social media and e-mail campaign activities.

Esperanza is a faith-based non-profit organization committed to raising awareness and identifying resources to strengthen Hispanic communities.

The Digital Marketing Associate will collaborate with the Marketing Communications Manager to develop digital marketing strategy, implementing the strategic plan, key marketing and social media initiatives, data base optimization, and content production for web and social media as necessary. Primary responsibilities include:

- Write and distribute messages on behalf of the organization including e-blasts, press releases, letters, op-eds, and all information through our website, media outlets, and various social media sites
- Oversee general and targeted e-mail marketing campaigns and newsletters
- Track and analyze data to help identify and develop strategies to reach, influence, and gauge audience engagement to grow and cultivate the Esperanza constituency and brand messaging
- Enforce workflow procedures to be followed by Esperanza’s various departments.
- Consult and collaborate with all divisions and their communications and marketing strategies
- Support manager to ensure assignments are completed, deadlines are maintained and creators stay on task until projects are completed
- Work with outside vendors to create, submit, negotiate and award bids on promotional materials
- Support organizational and sponsored events as necessary, including photography, videography, press and vendor relations, social media and/or print collateral.

The successful candidate will have 2-3 years of marketing experience with proven understanding of social media and e-mail marketing campaigns. Bilingual capability (English/Spanish) is preferred.

BA/BS degree from an accredited college or university in a related field of study is required. Desired Knowledge, Skills, and Abilities include:

- Excellent writing, communication, proofreading skills in English – as well as copywriting and research experience
- A familiarity and understanding for marketing and reaching the Hispanic faith community
- Understanding and alignment with Esperanza’s mission, goals, faith-based values, and objectives and ability to work independently with a high level of energy and contribute as part of a larger team.
- Possesses strong interpersonal skills as demonstrated by compassionate, courteous, cordial, cooperative, and professional interaction with diverse groups of co-workers, external business partners, and the community.
- Digital Marketing Savvy: Background knowledge of marketing trends including search, social, and content marketing.
- Marketing technologies: Comfortable with marketing technologies and a fast learner of new platforms. Basic knowledge of Adobe CS, WordPress, Google Analytics, AdWords, Hootsuite, and/or other marketing automation platforms is highly valued.
- Social Media: Ability to manage and create content for multiple social media sites such as Facebook, Twitter, Instagram, YouTube and LinkedIn. Proven experience implementing organic and paid social media strategy.
- Working knowledge of utilizing e-mail newsletter marketing tools
- Understanding of SEO and internet analytics and how to optimize websites through content and social media

This is a full-time position. Salary range is competitive based on experience. Our office is located at: 4261 North 5th Street Philadelphia, PA 19140. Interested candidates should email a resume along with salary requirements to: jobs@esperanza.us and please indicate Digital Marketing Associate in the subject line.

For more information, check us out on the web at: www.esperanza.us

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