



## Digital Marketing & Design Coordinator

The National Association for Latino Community Asset Builders (NALCAB) is a national membership organization representing 170+ nonprofits that serve diverse Latino communities in 43 states, Washington, DC and Puerto Rico. With offices in San Antonio, TX and DC, we are a grant maker and US Treasury-certified Community Development Financial Institution (CDFI). We support our members through training, funding, policy advocacy and resources to amplify the impact of their programs and services. Working together, the NALCAB network is able to affect real change.

NALCAB Network members invest in their communities by building affordable housing, addressing gentrification, supporting small business growth and providing financial counseling on issues including credit building and homeownership.

**Our mission:** NALCAB strengthens the economy by advancing economic mobility in Latino communities.

### Summary:

Under the direct supervision of NALCAB's Director of Communications, the Digital Marketing & Design Coordinator will work on the development and production of a wide variety of communications, marketing and design projects to advance NALCAB's brand, reputation and digital media presence. General responsibilities will include graphic design, social media, database management and program support.

### Essential Duties and Responsibilities:

Including, but not limited to, the following:

- Design of graphics, reports, fact sheets and other marketing materials for NALCAB programs, grant deliverables and webinars;
- Content creation, scheduling, optimization and analytic tracking for NALCAB's social media channels including Facebook, LinkedIn, Twitter and Instagram;
- Coordinate online surveys and email marketing;
- Writing and editing;
- Conduct research for fact sheets and other promotional collateral;
- Assist with database management and data input;
- Creation and editing of digital media content as needed (photography, video, website content, graphics, etc.)
- Organize and maintain digital photo, video, graphic and asset libraries;
- Update the NALCAB website as needed (WordPress) to include working with web designer on structural changes and analyze online metrics such as Google Ad-words



- and monthly monitoring of Google analytics;
- Assist with virtual events and trainings as needed as well as annual National Conference;
- Produce high-quality and compelling short-form videos primarily for use for social media and digital platforms;
- Support NALCAB staff organization-wide with marketing and design assistance, expertise and guidance;
- Other duties as assigned.

**Qualifications:**

- Bachelor's degree in Communications, Marketing, Graphic Design or 1-3 years of relevant work experience in a related field;
- Knowledge of the latest communications, marketing and social media trends;
- Skilled in creation and editing of digital media content such as graphics and video;
- Experience with graphic design principles and layout in both print and digital formats;
- Experience with Canva and Adobe products such as Photoshop and Acrobat Pro;
- Proficient in Microsoft Office applications (Word, Excel, PowerPoint);
- Knowledge of marketing e-mail programs like MailChimp, Survey Monkey, etc.;
- Knowledge of website content management system (WordPress);
- Ability to follow-up through on tasks and projects with minimal supervision;
- Ability to communicate effectively both verbally and in writing;
- Ability to work in a fast-paced environment, meet short deadlines and work under pressure;
- Ability to establish and maintain effective working relationships with co-workers, NALCAB management, vendors and contract service providers;
- Ability to maintain confidentiality of information;

**Position Type:**

Full-Time Position

**Compensation:**

\$36,000 - \$44,000, based on experience and credentials

**Location of Employment:**

NALCAB's main office at 5404 Wurzbach Rd. San Antonio, TX 78238. NALCAB has instituted a flexible hybrid schedule that allows for a remote work schedule along with required days at the office.



Core business hours are 8:30AM to 5:00PM CT whether working remotely or in the office.

**Work Environment:**

The work environment characteristics described here are representative of those an employee encounters while performing the essential function of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential function.

**To Apply:**

To respond to this opportunity, please submit resume, letter of interest and work samples at: <https://j.brt.mv/jb.do?reqGK=27671219>

*Please add Digital Marketing & Design Coordinator in the subject line*

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**EEO Statement**

NALCAB is committed to providing an environment of mutual respect where equal employment opportunities are available to all applicants and staff without regard to race, color, religion, sex, pregnancy, national origin, age, physical and mental disability, marital status, sexual orientation, gender identity, gender expression, military and veteran status, and any other characteristic protected by applicable law.