

### JOB INFORMATION

Job Family	Non-Profit
Sub-Family	Welfare/Community Services
Job Title:	Hispanic Marketing Manager
Job Code:	
Alternate Title	
Version Date:	2/22/2023 3:18:08 PM
Salary Grade:	
Category	Non-Profit
Department:	Marketing
FLSA Classification:	Exempt
EEO Code:	Professionals
Job Level:	Individual Contributor

### JOB SUMMARY

The Hispanic Marketing Manager will be responsible for playing a proactive role in growing our Hispanic Parkinson's community. The ideal candidate will be a strategic internal partner who is thoughtful, detail oriented, and innovative. They create and implement a cohesive marketing and communications strategy to expand awareness within this community.

#### Essential Functions

Essential Function	% TIME
<p>Writing &amp; Content Creation (Spanish only) - Develop a deep understanding of Parkinson's with a specific focus on how current trends in the Hispanic community are applicable to the Foundation's educational content strategy, while assisting in planning future objectives for the Foundation's Hispanic educational content and creative ways for the Hispanic Parkinson's community to consume information (video, podcast, webinar, etc.)</p> <p>Write engaging copy for the Davis Phinney Foundation Hispanic website, blog, and other content platforms, as well as occasionally provide content for email, social media, website and print</p>	30%
<p>Hispanic Parkinson's Community Marketing Expertise - Creative thinker, passionate about working to grow the Hispanic Parkinson's community</p> <p>Work closely with Hispanic Community Engagement Manager to establish and implement marketing strategies for the Hispanic community and to support recruitment, attendance, and audience goals</p>	30%
<p>Email Communication Strategy and Execution - Develop, implement and manage the email strategy for the Foundation's Healthy Parkinson's Community, with a special focus in the Hispanic community, while delivering thoughtful and personalized communications to constituents and donors</p>	25%
<p>Website - Lead the charge on the Spanish portion of website development and innovation on dpf.org, including work with external contractors to manage ongoing maintenance as needed</p> <p>Provide support for internal maintenance, edits, page creation in Spanish on dpf.org and on the Healthy Parkinson's Community website.</p>	10%
<p>Social Media - Evaluate and where deemed needed, develop, implement, and manage the social media for the Foundation's Hispanic community, while increasing audience reach, impressions and impact</p> <p>Create an annual digital advertising strategy and budget for programs, outreach, and fundraising, where applicable</p>	5%

#### Additional Responsibilities

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- Ability to travel three to four times per year to attend community events. Support the development and innovation of the Foundation's Hispanic Community's presence
- Support and build the Foundation's reputation as a leading resource for living well with Parkinson's
- Assist in other activities on the behalf of the Foundation

### QUALIFICATIONS

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

### Education

	Luminate Online Certification	Preferred	
	Google Analytics Certification	Preferred	
Bachelor's Degree	in marketing, Mass communications, or similar field preferred or equivalent work experience	Preferred	
Associate's Degree	in marketing, communications, or related field	Preferred	

### Work Experience

3 years or more	relevant work experience in marketing and communications	Required	
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### Skills

Strong verbal and written communications skills in both Spanish and English	High
Native/bilingual proficiency in English and Spanish	High
Minimum of 3-5 years' experience working in marketing and/or content marketing	High
Exceptional editing skills in Spanish	High
Demonstrated knowledge of email marketing	High
Demonstrated knowledge of marketing processes and ability to take a project from idea to actionable plan	High
Exceptional critical thinking skills and attention to detail	Medium
Experience with in website management, WordPress preferred	Medium
Experience with Blackbaud, Raiser's Edge, and Luminate Online	Medium
Proficient in Office 365 applications	Low
Basic HTML skills preferred	Low
Basic Adobe Suite skills preferred	Low

### Licenses and Certifications

		Preferred	
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## PHYSICAL DEMANDS/WORKING CONDITIONS

### Physical Demands

Physical Demand	NA	Rarely	Occasionally	Frequently	Constantly	Weight
Strength - Lift, carry, push, pull, or otherwise move objects	X					
Reading					X	0
Carrying	X					
Climbing Stairs	X					
Crouching	X					
Grasping	X					
Grip	X					
Handling	X					
Kneeling	X					
Pinch	X					
Pulling	X					
Pushing	X					
Lifting	X					
Reaching	X					
Vision					X	
Repetitive Motions					X	
Sitting				X		
Standing	X					
Walking	X					
Stooping	X					

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. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions

### Working Environment

Working Condition	NA	Rarely	Occasionally	Frequently	Constantly
Extreme cold	X				
Extreme heat	X				
Humidity	X				
Wet	X				
Noise	X				
Hazards	X				
Temperature Change	X				
Atmospheric Conditions	X				
Vibration	X				
Other	X				

### Valid Driver's License Required

Yes/No	Reason for Drivers License
No	

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

### Functional Competencies

Competency	Level	Competency Description
Communication Skills	3. Mid	Communicates using persuasion and authority.
Analytical Thinking	4. Experienced	Solves complex problems using a sequential system.
Collaboration	3. Mid	Maintains mutually beneficial partnerships with other functions.
Problem Solving	4. Experienced	Assesses circumstances using experience and a variety of information gathered.
Functional Knowledge	3. Mid	Thorough understanding of his/her discipline and a rudimentary understanding of other disciplines.
Strategic Responsibility	3. Mid	Sets or influences strategy for his/her department.
Leadership Skills	1. Entry	Does not manage employees, but may mentor and/or train subordinates.

## SCOPE

### Freedom To Act

Works is accomplished with limited direction. Determines and develops approach to solutions. Work is evaluated upon completion to ensure objectives have been met.

### Problem Complexity and Problem Solving Timeframes

Provides resolution to a diverse range of recognizable complex problems. Analysis is required to identify root cause. Uses judgment within defined boundaries to develop alternate solutions, both long and short term. Problem/Task resolution timeframe: Inclusive of shorter timeframes, but typically the majority of tasks take three to six months to resolve.

### People Management

# Direct Resources Managed	# Indirect Resources Managed

## COMPENSATION

Salary Max \$65,000

<i>Salary Midpoint</i>	\$60,000
<i>Salary Min</i>	\$55,000