**Marketing & Community Outreach Associate (Bilingual)**

**Part-time/Temporary:** 20 hours per week  
**Start Date:** 08/07/23  
**Schedule:** Flexible schedule; approximately 40% on-site and 60% remote  
**Compensation:** $22 per hour  
**Benefits:** Paid time off: Five vacation days; Ten sick days based on accrual; Holidays  
**Reports to:** Programming & Marketing Manager, Consuelo Tupper Hernández  
**To Apply:** Send cover letter and resume to Jobs@lapena.org. Applications without a cover letter will not be considered. Deadline to apply is Friday, June 30th, 2023.

**About Us**  
Rooted in the Latin American and Caribbean diaspora, [La Peña Cultural Center](#) is a nonprofit organization that collaborates with and unites communities by preserving and celebrating cultural traditions, producing creative new works, and nurturing global grassroots social justice movements with artists, activists and allies. You can learn more about our history, mission, and programs at Lapena.org.

**Position Summary**  
The Marketing & Community Outreach Associate (part-time) will execute La Peña’s marketing campaigns to promote events, classes, workshops, and all special offerings that occur within La Peña’s cultural program, both in person and digitally. They will promote community engagement and participation in La Peña’s programming through the creation of both online and printed materials, such as: social media content, online calendars, radio, fliers, posters, printed calendars, postcards, mailers, etc. with the goal of increasing audience reach, ticket sales, community-building and the overall cultural impact of La Peña’s programs within the Bay Area and beyond.

The Marketing Manager will also grow La Peña’s outreach strategies, finding and connecting with community leaders, sister organizations, grassroots movements, and local groups in order to develop symbiotic relationships that will range from cross-promotion to strategic and programmatic collaborations. They will be a representative of La Peña, utilizing visual and written language that aligns with La Peña’s mission and responds to the rich diversity of the communities that we serve.

Through this role, you will gain hands-on experience in the intersection of the artistic, community organizing and nonprofit sectors. You’ll also learn how to work to support multicultural, im/migrant communities through the arts, and contribute to a long-standing Latin American-focused and multicultural institution! Due to the nature of our work and communities that we serve, this position requires that the person speak both English and Spanish at an intermediate-proficient conversational and written level.

**Essential Duties and Responsibilities:**

**Remote work (60%)**

- Grow La Peña’s overall digital presence by posting and sharing content based on different written and visual materials (on wikipedia, venue listings, local sites, social media, etc).
- Grow La Peña’s Youtube channels through playlists, premiers, and sharing of content.
- Create events-related content for social media in order to increase community engagement and ticket sales (reels, carousels, videos, stories, etc).
- List La Peña programs on online events calendars, newspapers, and other online listings.
- Search and utilize paid marketing tools on strategic digital and printed sites that have an impact on the local cultural landscape (partner events, festivals, catalogs, magazines, etc).
- Share La Peña programs in Facebook groups that are relevant to the nature of each event.
- Send direct messages to key community members through email and social media to invite them to La Peña’s upcoming programs and events.
- Create printed materials such as monthly events calendars and postcard invitations.
- Create and update strategic contact lists to invite certain communities to specific events.
• Keep track of ticket sales and community responses in order to plan and execute future campaigns with more efficiency and effectiveness.
• Reach out to partner organizations to establish symbiotic relationships based on programmatic collaboration and cross-promotion.
• Increase accessibility of programming outreach by utilizing forms of communication that don’t rely on a computer (phone calls, text, whatsapp, printed materials, etc).

On-site work (40%)
• Distribute printed flyers and posters on cafes, campus, adjacent neighborhoods, etc.
• Ensure printed materials, such as fliers and posters, are current in La Peña’s building (front doors, bulletin boards, etc).
• Print, distribute, and update monthly calendars at La Peña’s building and Los Cilantros.
• Interact with community members and develop relationships with community leaders.

Required Qualifications:
• A strong commitment to the mission, values, goals and work of La Peña Cultural Center.
• Must be passionate about story-telling and community engagement.
• Up-to-date user knowledge of social media, particularly Instagram and Facebook.
• Graphic design skills (Photoshop, Canva, In-Design, etc.) Basic - Intermediate level.
• Ability to communicate both visually and verbally with people of all ages, socio-economic backgrounds, ethnicities, gender, sexual orientations, and abilities.
• Creativity and problem-solving skills with a strong aesthetic eye.
• Organizational skills to keep track of past campaigns and their results.
• A working computer and internet connection to work remotely.
• Bilingual in English & Spanish.

Preferred Qualifications:
• Video editing experience; basic - intermediate level.
• Google suite proficiency; intermediate level.

Physical Demands:
The responsibilities and tasks associated with this position will require regularly sitting and viewing a computer, standing, walking, speaking, and hearing. This may also require carrying small items and lifting up to 30lbs.

Equal Employment Opportunity Policy:
La Peña Cultural Center is an equal opportunity employer. We do not discriminate in hiring or employment against any individual on the basis of race, color, gender, national origin, ancestry, religion, physical or mental disability, age, veteran status, sexual orientation, gender identity or expression, marital status, pregnancy, citizenship or any other factor protected by anti-discrimination laws.