

JOB ANNOUNCEMENT: DIGITAL COMMUNICATIONS SPECIALIST

Office Location: Redwood City office

Application Deadline: January 22, 2021

ABOUT THE ORGANIZATION

Community Legal Services in East Palo Alto (CLSEPA) is a non-profit legal services agency. We provide transformative legal services that enable diverse communities in East Palo Alto and beyond to achieve a secure and thriving future. CLSEPA specializes in housing, immigration, employment, re-entry and consumer law and combines policy, advocacy and impact litigation with direct legal services. More information about CLSEPA is available at www.clsepa.org.

ABOUT THE POSITION

The Digital Communications Specialist is responsible for digital strategies to reach and engage CLSEPA constituencies in support of our mission and vision. Reporting to the Director of Strategic Partnerships, this position achieves communications goals via all digital communication channels, including email marketing, CRM database management, website management, and social media channels. As an integral member of the Strategic Partnerships team, the Digital Communications Specialist plays an important role in fund development and supports implementation of the annual gala, as well as in other fundraising, communications, and partnership activities of the department. This position is an excellent match for a candidate who is passionate about social justice.

KEY RESPONSIBILITIES

- In close partnership with the Director of Strategic Partnerships, uses communications best practices to effectively communicate CLSEPA's social justice mission and values
- Responsible for design and implementation of email communications and fundraising campaigns, bringing experience administering mass marketing platforms, graphic design suites, and testing tools (ours are Constant Contact, Canva, Email on Acid)
- Collaborates across departments to gather and communicate content that supports CLSEPA's mission
- Demonstrates knowledge of email industry best practices including campaign and pipeline management, contact strategies, A/B testing, donation and sales tracking, and analytics
- Regularly updates constituent data in our CRM system (Neon)
- Responsible for design and maintenance of our organization website, bringing experience administering all aspects of our website platform (our is Wordpress) web content management systems, HTML and CSS, SEO optimization, donation management
- Demonstrates knowledge of best practices in web and visual design, including responsive design, familiarity with WCAG2.0 accessibility best practices, and device breakpoints and workarounds for limitations of email clients/browsers
- Responsible for implementation of social media calendar, with capacity to enhance communications using social media APIs
- Responsible for sourcing and editing assets for social media (currently Facebook, Twitter, and YouTube)
- Builds and manages a library of digital assets for use across digital media
- Helps manage photo/video production capacity; photography and/or videography capacity would be valued but is not required.
- Regularly generates scheduled reports, audits, and analysis related to digital communications performance and results, using Google Analytics, Tag Manager, and other tools
- Researches and, when internal capacity allows, supports the launch of new technologies such as text messaging, mobile apps, and other innovations
- Undertakes additional digital communications projects as needed

QUALIFICATIONS

- BA, with two years' experience in the use of digital communications tools and platforms for an organization or brand preferred
- Demonstrated track record of production and monitoring of website, email, and social media strategies
- Understands the importance of communications, branding, and fundraising in the success of a nonprofit organization
- Able to work independently, organize a high volume of work, manage deadlines, and carry out tasks with minimal supervision
- Attention to detail, with ability to handle confidential information in a discreet and professional manner
- Values working cooperatively with others
- Experience working or volunteering in/with a nonprofit or other social benefit organization is a plus

COMPENSATION

- Salary: \$49,000 or higher, depending on experience
- FLSA Status: Non-Exempt
- Benefits include generous paid leave, medical, vision and dental insurance, life and disability insurance, and a 403b retirement plan. CLSEPA also offers a flexible spending plan, for qualified health and child care expenditures.

HOW TO APPLY

Please send your resume, cover letter, portfolio of digital communications work (can be a link in your cover letter), and list of three references to Human Resources, Community Legal Services in East Palo Alto, 1861 Bay Rd., East Palo Alto CA 94303 or email jobs@clsepa.org with "Digital Communications Specialist" in the subject heading. No calls please. **In your cover letter, please address the following in order for your application to be considered.** CLSEPA's clientele is extremely diverse, and the majority of our clients are low income persons of color. It is critical that our staff work effectively in all cross-cultural situations, with clients, with our coworkers, and with the community, and that we create an inclusive and respectful workplace in which differences are acknowledged and valued. ***How do you think your personal background or experiences, professional or otherwise, have prepared you to contribute to our commitment to cultural humility and diversity amongst our staff?*** Feel free to think broadly about your response to this question, applying various aspects of your life and personal experiences.