

Digital Media Specialist

Los Angeles, CA

MALDEF is the nation's leading non-profit Latino civil rights law firm. Founded in 1968, MALDEF works to safeguard the civil rights of Latinos and to increase the community's ability to participate fully in American society. We currently seek a **Digital Media Specialist** in our National Headquarters with a focus on building our digital content and strengthening our brand visibility. As a key member of our communications team, the Digital Media Specialist reports to the Vice President of Communications and Media.

Job Responsibilities: Responsible for daily content creation across multiple social media platforms and for tracking social media engagement across multiple channels. Must have a strong understanding of social justice issues, and exhibit an in-depth knowledge of social media tools and platforms including Facebook, Twitter, Instagram, YouTube and others. The ideal candidate will be a team player with experience working on social justice issues and growing social media audiences, possess a thorough understanding of brand standards, and adhere to MALDEF's social media policy. The Digital Media Specialist creates, shoots, produces and edits videos; executes short- and long-term media plans; and keeps abreast of the news of the day as it relates to MALDEF's programmatic areas of work. Responsible for creating and nurturing a social media network of appropriate public figures and influencers and utilize to highlight MALDEF's mission and work; manages webinar platforms and assists in development of visual presentations for department.

Qualifications and Experience: Experience working with Latino community issues is essential. In-depth knowledge of social media tools and platforms including Facebook, Twitter, Instagram, YouTube and others. Experience managing multiple social media channels including Twitter, Facebook, Instagram, YouTube and using social media scheduling software (Later or similar product) is required; Graphic design skills required. Experience with Adobe Photoshop, Illustrator, and Canva preferred. Experience using social media scheduling software Later (or similar product) is required. Experience working in communications and directly in social media with a nonprofit organization or in the civil rights or public interest law space preferred.

Knowledge, Skills, and Abilities: The successful candidate will be a team player, comfortable working on all aspects of Department work. Must have strong understanding of social justice issues and exhibit a strong knowledge of social media tools and platforms including Facebook, Twitter, Instagram, YouTube and others. Must be able to monitor and interpret social media metrics is required. Proficiency using WordPress, Microsoft Office (Word, Excel, PowerPoint) / Office 365; and graphic design skills required; Must be able to shoot, produce and edit videos. Strong writing and editing skills; excellent organizational skills; attention to detail; a commitment to accuracy; and the ability to adhere to MALDEF's social media policy are required. Must be able to demonstrate flexibility under pressure and adapt to a fast-paced and changing environment. Must be able to work independently but also function well as a team player. Must possess a passion for current events, civic engagement, and following news of the day in real time across social media especially as it pertains to MALDEF's areas of interest. The ability to manage multiple projects simultaneously while prioritizing and meeting deadlines and a commitment to MALDEF's mission is essential. Spanish language proficiency preferred.

Compensation: \$36,000 to \$50,000 / year. Salary is commensurate with experience. MALDEF's generous benefits package includes: 100% employer paid medical, dental and vision for employees and their eligible dependents, short and long term disability insurance, term life insurance, 403(b) retirement plan with employer contribution and match, employee assistance plan, 11 holidays, and 20 days personal time off (PTO) per year.

How to Apply: Send cover letter and résumé and 3 to 5 page writing sample by email to jobs@maldef.org. For ease of processing please title your email as follows: **Your Name – LA Digital Media Specialist**. Attachments should be in .doc, .docx, .rtf, .txt or .pdf format. Incomplete applications will not be considered.

Position Open Until Filled. ■ Equal Opportunity Employer

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