



Communications Specialist
Bilingual Spanish or Chinese Strongly Preferred

This position is remote but requires California residency and periodic travel for client and internal meeting needs.

If you believe you match the position requirements, please carefully read and follow the instructions in the "How to Apply Section."

Position Summary

This position works with project teams - across the portfolio of VIVA's social impact projects - to provide communications consulting support and coordination, and to produce and manage content for a variety of platforms and purposes. This position serves as a critical team member for VIVA's complex consulting engagements, leveraging exceptional organizational and problem solving abilities, as well as effective team communication. The ideal candidate is also a strong writer who can create effective content for diverse, multilingual audiences across a range of platforms, and a savvy social media user who knows how to reach specific audiences and build engagement, to advance our clients' social impact objectives within the children, family, and community space.

Key Responsibilities

Project Management

- Serves as the project manager on client projects
- Leads project team meetings, including developing the agenda with input from the team, and preparing all related meeting materials
- Facilitates client meetings and calls that advance project goals. Drafts agendas and meeting materials for client meetings, and prepares meeting notes
- Supports the development of project work plans with activities, assignments, timelines and deliverables, including maintaining project management systems
- Monitors the completion of all deliverables for assigned projects
- Manage vendors, subcontractors, and freelancers to produce materials, advertisements, translations, and visual, video, and/or audio content.

Communications Content and Strategy

- Create communications strategies and content to reach a diverse set of target audiences on a range of topics related to children, families, and communities.
- Develop and manage organic, paid social, digital display, and place-based marketing campaigns.



- Produce written content for websites, newsletters, emails, press releases, brochures, one-pagers, and presentations.
- Manage day-to-day organic social media channels and community, including scheduling and managing social postings and monitoring and supporting engagement.
- Keep websites up to date; make text and other changes as needed
- Serve as copy editor and proofreader for other team members as needed.
- Monitor and analyze social and web analytics to inform work and prepare analytics presentations.
- Actively keep on top of social media trends, social brand successes, and the wider digital landscape and share these insights.
- Support any additional ad-hoc marketing projects as and when required.

Required Skills and Experience

Education: Bachelor's degree

Experience:

- 4+ years full-time post-degree experience in social media, marketing, and communications, *including for bilingual audiences and/or parent audiences*
- 2+ years agency or consulting firm experience
- Must be able to provide examples of commitment to social impact through previous work or volunteer experience

Skills:

- Excellent writer with the ability to create exciting and engaging content that's tailored to the audience and purpose (digital and print)
- A passion for the latest social media trends and best practices, and a desire to influence and drive organic and paid social media marketing
- Excellent working knowledge of social media channels/platforms and analytics to optimize journeys and organic reach
- Comfort with technology and experience working with websites and/or design programs
- Able to follow brand and client culture guidelines and to write and create visuals within different clients' unique brands
- Demonstrated ability to communicate complex ideas in engaging ways
- Strategic thinking/critical thinking
- Ability to analyze information and identify possible solutions/approaches
- *Preferred: Able to read, write, and speak in Spanish or Chinese*

Technical Skills:

- Experienced in organic and paid social media account management; experience running campaigns on Meta, LinkedIn, TikTok and Google platforms using a strategic, targeted approach



- Experienced with Canva and/or Adobe Creative Suite (InDesign, Photoshop, Illustrator)
- Proofreading/copy editing
- Proficiency in MailChimp, Constant Contact, or similar
- Proficiency with Google Cloud products (Google Slides, Google Docs, Google Sheets, etc.)
- Familiarity with WordPress and/or Squarespace
- Nice to have: Experience producing multimedia content (audio, video, photography)

In order to fulfill the essential job functions and duties the Employee must:

- Be legally authorized to work in the United States on a permanent basis
- Have a valid CA driver's license, and be in good standing with the DMV, with the ability to drive to and from business meetings
- Have current automobile insurance coverage
- Ability to lift at least twenty pounds of equipment into and out of a car to set up for meetings
- Ability to travel throughout California to conduct business

Compensation

We offer a competitive compensation package and create a workplace where everyone has the opportunity to thrive. The salary range for this position is \$80,000 - \$95,000 depending on experience. Benefits include but are not limited to:

- Health insurance with a range of options and tiers
- Vision and dental insurance
- Company sponsored short and long-term disability insurance
- 401(k) retirement plan with 4% employer match contribution
- Generous Paid Time Off (two months/year) consisting of:
 - 3 weeks of PTO (paid time off)
 - 8 days of sick leave
 - 5 days of Winter Holiday office closure
 - 10 days of additional holidays
- Professional development funds (\$1,500 annually)
- Equipment and monthly \$150 stipend for home office

How to Apply

Interested candidates should submit a resume and cover letter outlining their qualifications and relevant experience to careers@vivasocialimpact.com. Please include "Communications Specialist" in the subject line. Applications will be accepted on a rolling basis until we find the best match.



Your cover letter needs to include the following:

1. Why are you interested in working at VIVA as a communications specialist?
2. Describe how your experience aligns with the key responsibilities of this position.
3. How many years of experience do you have working at an agency or consulting firm?

Please note that candidates must reside in California.

VIVA is an equal-opportunity employer dedicated to building a diverse and inclusive workforce.

Join VIVA and be a vital part of our mission to create a positive impact on society. Your support will directly contribute to our goal of driving meaningful change.