



Advocacy for Human Rights in the Americas

## **WOLA Job Opening: Digital Marketing Specialist**

The Washington Office on Latin America (WOLA) seeks a strategic, social media-savvy Digital Marketing Specialist to work with the Director of Communications on WOLA's digital advocacy and outreach, as well as to manage our online voice and presence across web platforms. S/he will have initiative, excellent problem-solving and improvisational skills, the ability to communicate effectively in both English and Spanish, and a dedication to using communications tools to advance social change in the digital age. The position is an opportunity for a committed individual to help shape the debate in the human rights and foreign policy communities in Washington, DC and Latin America.

WOLA is an organization where everyone is self-motivated, goal-oriented, and passionate about their work. We are committed to what we do. Our leadership works hard to support us with a culture of innovation, collaboration, and excellence. WOLA was twice recognized by *Washingtonian Magazine* as one of DC's "Best Places to Work" and by *The Washington Post* as one of DC's best-managed nonprofits.

WOLA has a full-time staff of approximately 25, plus seven interns, and seven senior fellows.

### **RESPONSIBILITIES:**

#### **Strategy and Execution**

1. Work with the Director of Communications to design and implement strategies to creatively maintain WOLA's social media accounts, using platforms such as Twitter and Facebook to advance WOLA's advocacy, institutional, and fundraising goals.
2. Develop and carry out paid and unpaid targeted campaigns on social media, Google Adwords, and other platforms in order to further specific advocacy goals at WOLA, as well as to maximize the organization's online outreach for fundraising and branding purposes.
3. Work with WOLA's Communications Director to plan multi-year digital media strategies to expand organizational visibility, reach, and fundraising efforts.

#### **Expand and Strengthen Engagement**

1. Understand and analyze the international news and political environment in which WOLA operates and ensure that the organization is keeping up with rapidly shifting online discussions in ways that build WOLA's visibility and thought leadership.
2. Expand engagement with influencers in the worlds of politics, media, philanthropy, and entertainment.
3. Work closely with WOLA's Communications Director to devise and execute strategies to better incorporate WOLA's mailing list with our social media engagement and our website.

#### **Facilitate Organizational Shifts**

1. Work with WOLA's Executive Director and senior program staff to build their profile by identifying key influencers—thought leaders, press, and colleagues—and guiding them through social media engagement strategies.
2. Coordinate publication of content to [www.WOLA.org](http://www.WOLA.org) with junior program staff, ensuring that they post content to the site in ways that make full use of Wordpress's visual capacity as well as WOLA's tone and style guide.
3. Help program and fundraising staff identify content gaps on [www.WOLA.org](http://www.WOLA.org). Assist in filling those gaps on an as-needed basis to ensure it is up-to-date, speaks to the current moment, and appeals to potential donors.
4. Devise new methods of promoting multimedia products such as podcasts, infographics, videos, and images across WOLA's online platforms.

## **QUALIFICATIONS:**

### **Required**

1. B.A, B.B.A., or B.S., and 4-7 years of experience in the digital communications field.
2. A demonstrated commitment to human rights and social justice in Latin America, as well as a firm grasp of the most pressing human rights issues in the hemisphere.
3. Familiarity with the development and execution of digital and social marketing strategies, particularly in the nonprofit sector.
4. Experience using social media management tools such as Hootsuite, Audiense, Sprout, Sprinklr, Spreadfast, or Sysmos.
5. Strong capability to work well under pressure and in a very fast-paced environment.
6. Critical thinking, good judgment, and troubleshooting abilities.
7. Ability to think and solve problems creatively and independently. Strong written and oral communication skills.
8. Familiarity with Google Analytics.
9. Basic knowledge of HTML and Wordpress.
10. Experience using email marketing services like Mailchimp.
11. Intermediate-level Spanish.

### **Preferred**

1. Hootsuite, Google Analytics, or Google AdWords Certification.
2. Experience creating and executing Google Adwords campaigns.
3. Interest and experience in spearheading the use of new and emerging social media platforms.
4. Video, graphic design, web editing, and animation experience is a plus.
5. Experience with the strategic use of Google Adwords.
6. MS or MA degree in communications, marketing, public relations, or related field.
7. Spanish fluency.

**SALARY:** Commensurate with experience. 100 percent employer-paid health, dental, vision, and life insurance; three weeks annual vacation.

**APPLICATIONS DUE BY:** Applications reviewed on a rolling basis, open until filled.

**START DATE:** As soon as possible.

**TO APPLY:** Please submit electronically, in English, the following in a single PDF document to: [marketingspecialist@wola.org](mailto:marketingspecialist@wola.org).

- Cover letter in which you address a digital media strategy that you helped execute from beginning to end, alongside any relevant links mentioned in the text.
- Resume.
- Two-page English-language writing sample.
- A list of two references with email addresses and daytime telephone numbers.
- In the body of the email please send us any links to multimedia content, including videos, infographics, interactives.

For more information, please visit [www.wola.org](http://www.wola.org).

*- No phone calls please-*

*WOLA values a diverse workplace and encourages minority candidates to apply. WOLA is an equal opportunity employer, and does not discriminate based upon race, color, creed, national origin, sex, age, disability, marital status, sexual orientation, prior record of arrest or conviction, or caregiver status.*