

ROLE Description: Bilingual Content Creator & Community Manager

Position	Bilingual Content Creator & Community Manager
Hours	<ul style="list-style-type: none"> Starting with 15-25 per week to grow to full time 40 hours per week Must be available EASTERN TIME ZONE
Status	<ul style="list-style-type: none"> Contractor Long-term
Language	<ul style="list-style-type: none"> Fully bilingual in English & Spanish 100% to be verified
Location	<ul style="list-style-type: none"> Virtual/remote Familiarity with Maryland, USA/DMV REGION

Cool is an outreach & marketing firm that specializes in connecting mainstream organizations to the Latino community in the United States, through community outreach, language services, training and so much more. Our work addresses extreme disparities impacting women, Latinos, and other marginalized groups; our clients and partners include government agencies, foundations, nonprofits, advocacy groups and businesses. We do an inordinate amount of juggling and shifting to accommodate many priorities. And our impact is significant, from housing to health, and everything in between.

We are a small but mighty team of hard-working individuals, spread across the world, and this Content Creator and Community Manager will be an integral part of our team. The CCM will serve as the digital representative of our brand and clients- actively engaging with our various audiences in English and Spanish and producing compelling high-quality content.

You must have an ability to work with a team as this position will collaborate with various team members. General business administration skills and effective communication are also required.

Position Overview: We are seeking a dynamic and creative professional to join our team as a Bilingual Content Creator and Community Manager. The ideal candidate will play a pivotal role in developing engaging content and fostering a vibrant community presence across multiple platforms. Proficiency in both English and Spanish is essential for effective communication with our diverse audience.

Responsibilities:

1. Content Creation:

- Develop compelling and culturally relevant content in both English and Spanish for various digital platforms, including social media, blogs, newsletters, and other marketing channels.
- Collaborate with cross-functional teams to align content with brand messaging, marketing goals, and audience preferences.
- Utilize multimedia elements, such as graphics, images, and videos, to enhance content quality and user engagement.

2. Community Management:

- Build and nurture an active and supportive online community by engaging with users across social media channels, forums, and other online platforms.
- Respond to user inquiries, comments, and feedback in a timely and professional manner, maintaining a positive brand image.
- Monitor online conversations, identify trends, and proactively address issues or concerns to enhance community satisfaction.

3. Campaign Coordination:

- Plan and execute marketing campaigns that resonate with the target audience, leveraging the power of bilingual communication to reach a wider demographic.
- Collaborate with internal and external stakeholders to integrate community engagement strategies into broader promotional efforts.

4. Analytics and Reporting:

- Track and analyze key performance metrics related to content engagement, community growth, and campaign success.
- Provide regular reports and insights to management, identifying areas for improvement and optimizing strategies for maximum impact.

5. Language Expertise:

- Ensure accurate and culturally sensitive language usage in both English and Spanish content.
- Translate and adapt content to maintain consistency across multiple language versions.

Qualifications:

- Bachelor's degree in Marketing, Communications, or a related field OR 3-4 years in a similar role.
- Proven experience in content creation and community management, preferably in a bilingual capacity.
- Exceptional proficiency in both English and Spanish, with excellent written and verbal communication skills.
- Familiarity with social media platforms, content management systems, and community engagement tools.
- Strong creative and strategic thinking abilities, with an eye for visual aesthetics and storytelling.
- Analytical mindset with the ability to interpret data and derive actionable insights.
- Ability to work independently while managing time effectively to deliver high-quality content by due dates.
- Passion for community building and creating meaningful connections with diverse audiences.
- Knowledge of work management platforms and tools, such as Asana and Clockify.
- Knowledge of Microsoft Office suite.

Application Process: Interested candidates should submit a resume, portfolio showcasing relevant work, and a cover letter highlighting their bilingual skills and experience in content creation and community management to Trabajos@coolassociatesllc.com.

**We are an equal opportunity organization and encourage diverse candidates to apply.
Diverse candidates are encouraged to apply.**