



## Hispanic Unity of Florida

### Job Description

**Job Title:** Digital Content and Outreach Coordinator

**Reports To:** Director, Senior Marketing and Communications

**Classification:** Exempt Full-Time Employee

**Schedule:** Mondays through Fridays, some weekends and evenings required

**Locations:** Hispanic Unity Main office, South Florida, /Hybrid

**Date Updated:** April 2025

### Organizational Overview:

At Hispanic Unity of Florida, Inc. (HUF), we are a data and mission-driven human services agency dedicated to empowering immigrants and others to become self-sufficient, productive, and civically engaged. Our commitment extends beyond services—we strive to advance economic prosperity and financial stability across all the communities we serve.

The Marketing and Communications team plays a pivotal role in this mission: amplifying our impact, sharing powerful stories, and connecting individuals and families to the life-changing resources that help them achieve the American Dream.

### Summary:

The Digital Content and Outreach Coordinator plays a key role in advancing HUF's mission by supporting the implementation of digital content strategies and outreach efforts that elevate brand visibility, deepen community engagement, and increase awareness of HUF's programs and services. This position is responsible for creating compelling, audience-focused content across multiple platforms, managing a dynamic content calendar, and assisting in the planning and execution of outreach campaigns and events. Collaborative and community-centered, the role requires strong communication skills, creativity, and attention to detail. The coordinator also provides day-to-day supervision and guidance to the Digital Content and Outreach Specialist, ensuring consistency, brand alignment, and impact across all communications. Through digital storytelling and grassroots engagement, this position helps ensure HUF's voice is visible, inclusive, and reflective of the diverse communities we serve.

### Key Responsibilities

#### 1. Content Strategy and Planning

The Digital Content and Outreach Coordinator manages the organization's social media presence and content calendar, ensuring alignment with key campaigns and events. This role creates and publishes mission-driven content across platforms—including social media, email, website, and print—and captures grassroots stories through videos, interviews, and testimonials. The coordinator works closely with internal teams to



identify content opportunities and uses performance data to refine scheduling and boost audience engagement.

## **2. Crafting Targeted Messaging and Brand Voice**

Draft and develop messaging that translates program updates, service offerings, and impacts stories into clear, compelling content across platforms. This includes writing for social media, email campaigns, and printing materials. Through client interviews, grassroots videos, and visual storytelling, the coordinator brings a human element to HUF's communications, helping audiences connect more deeply with our mission and the communities we serve.

## **3. Strategic Outreach and Community Response**

Lead the planning and execution of outreach campaigns that increase the organization's visibility, connect with key audiences, and promote core programs and services. Working under the guidance of the Senior Director, the coordinator will assist in identifying target audiences, drafting messaging, and helping to develop timelines and outreach materials such as flyers, brochures, social media posts, and email newsletters. They will coordinate the distribution of these materials across digital and in-person channels and help organize outreach activities including community fairs, webinars, and workshops.

## **4. Partnership and Stakeholder Engagement**

The Outreach Coordinator supports the implementation of strategic outreach efforts to raise awareness of HUF's programs, broaden community reach, and strengthen partnerships with key stakeholders. Under the direction of the Senior Director, the coordinator helps identify priority audiences and high-impact opportunities aligned with organizational goals. They assist in developing timelines, preparing outreach materials, and coordinating HUF's presence at community events. This role is instrumental in positioning HUF as a trusted, inclusive resource by helping execute outreach plans that are data-informed and responsive to the communities we serve.

## **5. Performance Monitoring, Evaluation, and Continuous Improvement**

Monitor and track the performance of content, outreach activities, and digital engagement using key metrics such as reach, open rates, and conversions. Use data insights to recommend improvements to messaging, formats, and scheduling. Assist with updating digital and print materials to keep them accurate and relevant. Support the preparation of monthly and quarterly reports by summarizing trends, outcomes, and opportunities for improvement.

## **6. Team Supervision and Support**

The Digital Content and Outreach Coordinator provides daily supervision and support to the Digital Content and Outreach Specialist. Responsibilities include assigning tasks,



reviewing content for quality and brand alignment, and ensuring timely completion. The coordinator serves as a mentor, fostering collaboration, accountability, and professional growth. In partnership with the Senior Director, they help ensure content and outreach efforts are cohesive, consistent, and aligned with HUF's strategic goals.

**Qualifications:**

- Bachelor's degree (or equivalent experience) in Marketing, Communications, Digital Media, or a related field.
- 5 years' experience in digital content creation, communications, and community outreach.
- Proven experience developing and executing successful digital content and outreach campaigns with social media management tools, email platforms, and content creation software.
- Strong writing, editing, and storytelling skills across digital platforms
- Decision-making skills with experience supervising or mentoring staff preferred.
- Experience with video capture and basic video editing is a plus
- Ability to develop and execute strategic digital initiatives.
- Proficiency in content management systems, analytics tools, and digital marketing software.
- Manage multiple projects independently, meet strict deadlines, have strong organizational skills and attention to details.
- Spanish language proficiency strongly preferred due to the populations served

**Working Environment:**

The work for this position may be done from a remote location as well as in the office. The remote office should be held to the same private and confidential standards. The person must be able to travel back and forth from HUF locations and home as needed. Employees who are eligible to work hybrid are responsible for adhering to the agreed upon schedule dictated by their immediate supervisor.

**Physical Requirements:**

- Prolonged periods sitting at a desk and working on a computer.
- Must be able to lift up to 15 pounds at times.

**Additional Requirements:**

- Possession of a valid Florida Driver's License and insurance.
- Independent travel and reliable means of transportation.
- Ability to work evenings and weekends as needed.
- Ability to pass a level 2 background check.



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of Americans

*Hispanic Unity of Florida is an Equal Opportunity Employer. In compliance with the Americans with Disabilities Act, the employer will provide reasonable accommodations to qualified individuals with disabilities and encourage both prospective and current employees to discuss potential accommodations with the employer.*

I have read my job description and understand my responsibilities.

Employee Signature: \_\_\_\_\_

Date: \_\_\_\_\_

This job description is not an employment agreement or contract. Management has the exclusive right to alter this job description at any time without notice.