



Title: Digital Media Specialist (Part-time preferred)
Reports To: Development Manager
Pay: Starting at \$25-\$35/hour, part-time position, commensurate with experience
Hours: 20 hours/week during office hours (Monday through Friday, 8:30am – 5:00pm)

Description

GHIRP is an immigration legal services organization with 501(c)(3) status that officially launched in October 2020. Our mission is to build a resilient, diverse community by providing comprehensive representation and holistic legal services to immigrants in need. GHIRP is seeking a Spanish-speaking part-time Digital Media Specialist to build community awareness, connect immigrant communities with our services, and keep our audiences informed through our social media channels. The Digital Media Specialist will manage GHIRP's day-to-day social and digital media presence and work with the management team to plan and deliver content that is accurate, accessible, and true to our mission.

Duties/Responsibilities

- Develop and maintain a social media strategy and monthly content calendar across GHIRP's channels, including online campaigns that publicize services and engage more community members.
- Manage day-to-day digital media operations: write, schedule, and publish daily content in Spanish and English that builds meaningful connections and informs community members about relevant, topical updates.
- Write platform-native content that reflects GHIRP's voice and is clear, culturally responsive, and accessible to community members with varying levels of legal and digital literacy.
- Create and design graphics and videos for social media using Canva or similar tools.
- Monitor GHIRP's social platforms daily and respond to comments and messages within organizational guidelines, directing service inquiries to the appropriate program or staff member.
- Conduct social listening to track community concerns, sentiment, and emerging narratives, and identify opportunities for timely, rapid-response content.
- Keep abreast of local, state, national, and global events and legal updates relevant to GHIRP's services and clients, and work with attorneys and program staff to ensure content is accurate before publishing.
- Collaborate with all programs/departments to publicize events, legal clinics, and updates, and identify key participants and stories to feature (with client consent and confidentiality protections).
- Prepare monthly reports on reach, engagement, and audience growth, with clear analysis and recommendations to improve content performance.
- Assist the management team with email newsletters and other communications, and support the Development Manager in engaging donors, volunteers, and stakeholders.
- Stay informed on platform updates and social media best practices; support special projects as assigned.

Requirements

- Bachelor's Degree or equivalent experience. Candidates working toward completion of their bachelor's will also be considered.
- Excellent oral and written communication skills in English and Spanish.
- Prior experience managing social media for an organization, agency, campus group, or as a digital media specialist; demonstrated skill producing content for Facebook, Instagram, LinkedIn, and TikTok. Please be prepared to share a portfolio or work samples.
- Strong writing and editing skills (text/photo/video) and the ability to adapt tone for different audiences.
- Working knowledge of Canva and a social media scheduling or management platform such as Hootsuite, Sprout Social, or Meta Business Suite (or similar tools).
- Knowledge of Microsoft Office, including proficiency in Excel, Word, and PowerPoint.
- Ability to work in a fast-paced environment, manage multiple deadlines, and manage time and resources with limited day-to-day oversight.
- Must be able to maintain confidential client information and follow guidelines on consent when featuring clients or their stories.
- Must be a team player, have a positive attitude, highly self-motivated, responsive and have a keen attention to detail.
- Commitment to serving immigrants and sensitivity to the needs of low-income, culturally diverse clients.
- Texas Driver License; clean driving record; own vehicle; applicable auto insurance.
- Candidate must be willing to drive sporadically to our Galveston Office.

Preferred Qualifications

- Experience in the nonprofit or legal services sectors.
- Experience with Canva and Hootsuite.
- Experience with Constant Contact or similar email marketing tools.

How to apply: Applicants should send their Cover Letter, Resume, three (3) references, and work samples or a portfolio link to Keila Rodriguez at keilar@ghirp.org.