

Web and Communications Editor JOB DESCRIPTION

Acción Latina, proud publisher of *El Tecolote*, the longest running bilingual, biweekly newspaper serving San Francisco's Mission District since 1970, is seeking to contract a part-time Web & Communications Editor **effective December 6, 2021**. Our mission is to promote cultural arts, community media, and civic engagement as a way of building healthy and empowered Latino communities.

TERMS OF EMPLOYMENT

- Contractor/ Consultant — 20 hours per week
- \$20 per hour
- Reports to Executive Director
- Works Closely with Editor in Chief and A/V Editor
- 1 year contract with possibility of extension

PRIMARY FUNCTIONS

Publish content, maintain continuity and manage *El Tecolote* and Acción Latina websites and Radio Teco podcast promotion, streamline organization communications via newsletter, social media, website and press releases

RESPONSIBILITIES

Manage Acción Latina organizational Websites (Including, Accion Latina and El Tecolote)

- Ensure website content is current
- Work with staff to ensure Bilingual (Spanish) content is current
- Work with staff to ensure a social media presence, including Facebook, Twitter, Instagram
- Monitor website metrics and submit a quarterly report to Executive Director
- Work with team to create, update and sustain online fundraising efforts (through platforms such as Mobile Cause) and ensure accessibility via website
- Work with troubleshooting/tech support

El Tecolote Online Editing

- Work with Editor-in-Chief to develop an online expression of *El Tecolote* print paper
- Work with *El Tecolote* staff and interns to ensure a social media presence, including Facebook, Twitter, Instagram
- Work with staff to create and edit a regular digital newsletter and other communications materials related to the community media and cultural arts programming
- Work with a team to create, update and sustain online *El Tecolote* archive

Radio Teco Podcasts

- Upload podcast content to the *El Tecolote* website and ensure social media promotion

Qualifications

- o Must have strong communication and writing skills
- o Experience with news web design, CRM systems, server optimization, LAN, Wordpress, or equivalent website production systems
- o Excellent organizational and time management skills
- o Familiarity with web hosting such as godaddy, servers or equivalent experience with soundcloud, iTunes, Anchor
- o Familiarity with search engine analytics to maximize traffic to websites
- o Familiarity with newsletter publishing software such as Mailchimp or similar programs
- o Bi-lingual/Bicultural (English/Spanish)

TO APPLY : Please email resumé and cover letter to humanresources@accionlatina.org by **November 29**. Resumé should include names and email addresses of two references. The contract position is open until filled. For more information about Acción Latina and El Tecolote, visit [our websites http://www.accionlatina.org](http://www.accionlatina.org) and eltecolote.org