

# LITERACY PARTNERS

## Bilingual Digital Media Specialist

Video Editing and Production, Graphic Design, Website Maintenance

[Literacy Partners](#) is a non-profit organization based in New York City with a two-generation approach to education. With our free classes, community workshops, and educational media content, low income and immigrant parents develop the literacy and language skills they need to succeed in today's world. Our research-based programs incorporate child development and parenting support to help parents boost their children's early reading, school readiness, and social emotional growth.

Literacy Partners believes in the power of storytelling. We have created television content that has reached more than one million viewers with more in development. In 2018, our production of [We Speak NYC](#), a seven-episode dramatic comedy about new immigrants of color making their way in New York, won the NY Emmy Award for best educational program. In 2019, [La Fuerza de Creer](#), a telenovela miniseries we produced with Univision about families fighting to save their beloved community center from real estate development, was the second most-watched show nationally in its time-slot among Hispanic viewers. For both shows, we have created large-scale educational campaigns that bring people together to watch the show, build community around their common goals, and apply the insights from the educational content to their own lives.

We are looking for a Spanish-speaking **Digital Media Specialist** to help us further develop and implement our [national educational campaign](#) based on *La Fuerza de Creer*. The campaign consists of community-based workshops for parents and family members, training for childcare workers and early childhood educators, and online resources to support the campaign. We are working closely with Univision as well Head Start programs, Pre-K programs and schools, libraries, and others to implement this campaign. The **Digital Media Specialist** will work closely with the National Director of Parent Education, other Literacy Partners staff, and an advisory group of experts to **create Spanish Language digital and print assets and manage the online presence for the campaign**. She or he will edit existing video clips and create new content. Design visual materials for Spanish-speaking parents/providers in partnership with affiliates across the country.

### Primary Responsibilities:

- Edit existing video clips for use in parent workshops, staff training, and on social media
- Create new short video products to support the campaign
- Create a visual design for the campaign ("look and feel") that will be used across all digital platforms and in all print materials
- Create and edit graphics for social media, newsletters, presentations, funding pitches, etc.

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- Manage digital production: set timeline, define deliverables, set expectations with staff and partners, manage occasional outside consultants, identify the resources needed for project success, trouble-shoot until completion, etc.
- Work with external website developer to create the campaign website; update content on the site once created
- Work with Literacy Partners Communication and Development Team on organization-wide campaigns, scheduling content, tracking metrics for social media platforms for Spanish speaking audiences
- Manage the representation of the LP brand, and resources with partners nationally with a digital kit and guidelines for the campaign's digital assets

## Qualifications

- Must be fluent in Spanish and English.
- A minimum of 2 years of related experience and a bachelor's degree in art, journalism, communications, marketing, or a related field.
- Strong knowledge of visual communication for graphic design and video editing
- Solid knowledge of InDesign, Final Cut Pro, or other media software
- Attention to detail and commitment to producing high quality work and materials
- Self-motivated individual with experience in fast-paced work environments
- Strong team player, with an ability to engage with diverse staff to gather and consolidate necessary information in a timely manner
- Interest in social justice work and understanding of plain language writing
- Excellent writing and communication skills in Spanish and English

**Competitive salary** commensurate with experience. Employer-provided health insurance, four weeks of paid vacation, and other benefits.

**How to Apply:** Send resume with a brief cover letter summarizing your relevant experience and vision along with your salary requirements to [job@literacypartners.org](mailto:job@literacypartners.org). Put "Digital Media Specialist" with your name in the subject line. Interviews will be granted on a rolling basis until the position is filled with a start date as soon as possible.

*Literacy Partners is committed to creating a diverse and inclusive working environment and is a proud Equal Opportunity Employer.*