



USAHello Job Announcement - Digital Content Manager (full-time / remote)

About USAHello

USAHello is a non-profit organization leveraging technology to connect immigrant communities with the information and resources they need to thrive. Today we are the largest online information and education platform for immigrants in the U.S. Our free multilingual information hub, online classroom, and mobile app connect over 3.5 million people each year to critical information and services.

Position Overview

As the Multimedia Content Manager, you will be instrumental in shaping our social media and digital marketing strategies, using a data-driven approach to guide your decisions. Your efforts will introduce fresh perspectives to our outreach and multimedia content avenues. Additionally, your skill in content writing will be vital in enhancing and growing our multilingual information hub, which features over 200 articles. This role prioritizes creating ways for immigrants to easily access useful and quality content.

We're a small, mission-driven team requiring high-level productivity and dedication. This challenging yet fulfilling role demands self-initiative and exceptional project management.

Opportunity For Growth

USAHello is in an exciting phase of growth and technological exploration. We seek an ambitious team member with a passion for emerging technologies and a knack for strategic thinking to help shape our innovative future. Those looking to lead are encouraged to apply.

Primary Responsibilities:

- Spearhead our digital marketing campaigns, setting new benchmarks for effectiveness.
- Innovate in video and multimedia content production across digital platforms.
- Elevate our website content, focusing on clarity and engagement.
- Expand our social and digital media footprint, including exploring new platforms.
- Be a representative voice for USAHello, forging new paths and connections.
- Collaborate in setting and achieving strategic goals for the organization's future.

Qualifications:

- 3+ years of digital content experience.
- Video and visual design skills, adept at crafting captivating and informative stories.
- Proven experience with Google Ads, FB ads, social media management & analytics.
- Excellent writing skills; expertise in plain language, mobile-friendly content, and SEO.
- Demonstrated ability to work independently, develop high level competency and operate with an inherent bias toward action.
- Experience in the non-profit sector.
- Experience working remotely and available for periodic travel.
- Collaborative and strong communication skills.
- Fluent in English and Spanish.



Diversity

USAHello is an equal opportunity employer. We are committed to creating an inclusive environment for all employees, and we celebrate diversity in all its forms. Our ideal candidate has a first person understanding of the immigrant experience, or possesses professional experience working with immigrant communities.

Wellness

We are a small staff operating in a fully remote environment where each individual's contributions are critical. We honor our collective effort by cultivating a flexible, supportive environment that emphasizes a healthy work-life balance. We prioritize professional autonomy, personal growth, and individual and collective well-being.

We are excited to be piloting a 4-day work week for full-time employees in 2024!

Compensation & Benefits

- Salary range is \$60,000 - \$68,000 depending on experience.
- 25 paid vacation and health/wellness days per year; 12 paid holidays, 5 of which are floating holidays to be used at employee discretion and 1 paid volunteer day.
- \$400 initial home office set up support plus an additional \$300 per year for ongoing expenses associated with remote working.
- Health care premium contribution of 90% or up to \$485/month.

How to apply

All applications must be submitted through our online application form:

[Digital Content Manager Application](#)

This position will remain open through January 26, 2024. All applications will be reviewed at that time. All candidates will receive a follow - up on our next steps after your application has been reviewed. If you have trouble with the form or have other questions, you may contact hr@usahello.org. Please note however that we are not accepting applications to that email address and will not respond to individual status inquiries before all applications have been reviewed. We appreciate your patience.