



## Digital Media Specialist (Paid Media + YouTube)

[USAHello](#) is a nonprofit organization that provides free information and online classes for immigrants in multiple languages. Our work helps millions of people navigate life in the U.S.

Right now, many immigrant communities are looking for trustworthy information about safety, immigration changes, and their rights. USAHello helps get that information directly into communities through multilingual digital outreach.

We are seeking a temporary part-time Digital Media Specialist to support this work through paid media and YouTube content. This role will work closely with the Director of Content & Communications on strategy, reviews, and approvals while independently managing execution within existing workflows and campaigns.

### Position details

- Remote contract role
- Looking to hire ASAP through the end of July
- Estimated 16 hrs/week with flexible schedule
- Compensation: Approx. \$3,000/month based on agreed-upon deliverables
- Open to splitting into two roles: Paid Media Specialist and YouTube/Video Specialist

### Responsibilities

#### Paid media

- Create plain language copy and visual assets that are clear, trustworthy, and relatable
- Build, launch, monitor, and optimize Facebook ad campaigns
- Manage Google Ad Grants campaigns and account compliance
- Adapt campaigns quickly in response to changing news and safety information
- Manage multiple active campaigns while prioritizing urgent work
- Prepare partner-facing performance updates
- Light Facebook page management (supported by a volunteer)
- Expected weekly output:
  - 1 new Facebook campaign + ongoing account management
  - 1 Google Ad campaign/ad update + ongoing account management

#### Video and YouTube

- Produce one YouTube video per week
- Draft scripts based on topics and existing resources for review
- Record, edit, and post videos

- Oversee YouTube channel management and SEO improvements

## Requirements

### Paid media

- 2+ years of experience managing FB Ads Manager and Google Ads/Google Ad Grants
- Strong understanding of Meta audience management and campaign optimization
- Ability to approach outreach through a public information and community trust lens rather than a commercial sales approach
- Canva proficiency

### Video and YouTube

- Experience with YouTube publishing and video workflows
- Comfortable on camera
- Understanding of YouTube channel management and SEO

### General

- Fluent in Spanish
- Ability to work independently and manage deadlines in a fast-paced environment
- Strong organizational and prioritization skills
- Comfort adapting quickly to changing priorities and news cycles
- Experience using AI tools responsibly within content or marketing workflows
- Passion for supporting immigrant communities

### Preferred

- Nonprofit experience
- Familiarity with Slack and Asana

## Ideal candidate

- Highly reliable and responsive
- Comfortable making judgment calls independently
- Detail-oriented without getting stuck in perfectionism
- Able to balance speed, accuracy, and sensitivity
- Comfortable working with performance metrics and optimization

## Applying

- [Use our Google Form](#) to upload a resume and answer questions (*uploads will require a Google account*)