

HISPANIC THEOLOGICAL INITIATIVE
Communication Liaison

JOB DESCRIPTION

TITLE: Communication Liaison

STATUS: Non-Exempt (Full Time, Hybrid – Remote and in-person)

REPORTS TO: Executive Director

PURPOSE: The Hispanic Theological Initiative (HTI) mission is cultivating Latinx PhDs leadership positions in the academy, church, and the world. With the support of the 23 consortium member institutions, the mission and vision of HTI revolves around three major goals:

1. Increase the recruitment, retention, and graduation rates of Latine PhD students across the nation by uniting and leveraging institutional resources.
2. Increase the presence of Latine leaders and faculty- especially, tenured faculty in seminaries, schools of theology, and universities.
3. Provide a forum for exchange of information, ideas, and best practices to engage the contributions of Latine faculty and students in theological and religious education.

In the past 28 years, HTI has graduated 177 Latine scholars in a record average time of 5.5 years, holding a retention rate of 92%.

HTI is currently looking for a Communication Liaison to provide support to HTI's communication initiatives (*Journeys*, *Open Plaza*, *Perspectives*, Annual Brochure and Social Media Platforms). The Communication Liaison will work closely with HTI staff, editors, and marketing consultants providing support to the abovementioned communication initiatives and measuring their impact. Duties include developing and editing content for *Journeys* and *Open Plaza*, working with editors for each of the platforms to ensure that the communication in sync with HTI's mission, while ensuring that content is posted weekly and quarterly. Handling interdepartmental communications, preparing data reports in a clear format and creating surveys, questionnaires and other tools to measure impact.

RESPONSIBILITIES:

The responsibilities of the Communication Liaison include but are not limited to:

1. **Journeys – HTI's quarterly newsletter**
 - a. Strong writing and editing skills
 - b. Experience with online newsletter publishing platform(s) (ex. MailChimp)

- c. Working with HTI Team to support the collection of stories
- d. Ability to engage faculty and students for story collection.
- e. Managing the editorial tracking system for the editing of stories

2. Open Plaza – Website

- a. Coordinating the weekly posts with the editorial team
- b. Strong knowledge of social media writing for Facebook and Instagram, Twitter, etc...
- c. Setting up the schedule for recording podcasts and HTI Talks online and at HTI meetings and events

3. Social Media

- a. Writing graduate, job, and HTI event posts, and promoting Journeys, Open Plaza, etc...
- b. Experience in keeping track of analytics and metrics response.
- c. Preferred Social Media Marketing experience to promote HTI fundraising campaigns

4. Monthly Updates & HTI Meetings

- a. Writing of monthly update reports to presidents, deans, etc...
- b. Writing and presenting reports to Steering Committee and Member Council
- c. Representing HTI at Lilly Communication meeting

5. Annual brochure

- a. Working with HTI team to collect and edit the brochure
- b. Setting up an editing schedule with HTI staff to edit the brochure
- c. Working with Operations to get the best price to publish the issue
- d. Working with Printing company to print the brochure in a timely manner
- e. Drafting the promotion letter for the brochure

Travel and attending HTI weekend meetings is required.

QUALIFICATIONS:

- Applicant must have a bachelor's degree in English, communication, and/or marketing and 3 years to 5 years of experience in related field (or equivalent combination of education and experience);
- Strong written and verbal communication skills;
- Ability to write and speak in Spanish;
- Willingness to collaborate with team members, editors and other HTI stakeholders to understand the organization's communication needs;
- Demonstrated creativity to develop stories, posts that are relevant to HTI's mission;
- Analytical skills and experience to compile data, perform marketing research, and report results;

- Ability to manage self and others to ensure that HTI's communication platforms are consistently creating content that is aligned to HTI's mission and shared in a timely manner.

THE SUCCESSFUL CANDIDATE MUST DEMONSTRATE THE FOLLOWING:

- The ideal candidate will function expertly in a dynamic, team-based environment with rapidly changing priorities, thrive in ambiguity and can coordinate and collaborate with individuals at all levels of the organization.
- With oversight from HTI staff will work both independently and collaboratively.
- In addition, the ideal candidate will demonstrate the skills and abilities necessary to support the priorities of HTI and work flexibly to meet the needs of multiple stakeholders.
- The Communication Liaison will function fully as a member of the HTI team and will participate in the team-based events as necessary.