



Empowering a
New Generation
of Americans

Hispanic Unity of Florida Job Description

Job Title: Digital Content and Outreach Specialist

Reports To: Digital Content and Outreach Coordinator

Classification: Non-Exempt Full-Time Employee

Schedule: Mondays through Fridays, some weekends and evenings required

Location: Hispanic Unity Main office, South Florida /Hybrid

Date Updated: April 2025

Organizational Overview:

At Hispanic Unity of Florida, Inc. (HUF), we are a data and mission-driven human services agency dedicated to empowering immigrants and others to become self-sufficient, productive, and civically engaged. Our commitment extends beyond services—we strive to advance economic prosperity and financial stability across all communities we serve. The Marketing and Communications team plays a pivotal role in this mission: amplifying our impact, sharing powerful stories, and connecting individuals and families to the life-changing resources that help them achieve the American Dream.

Summary:

The Digital Content and Outreach Specialist supports the creation and execution of digital content and outreach efforts to boost audience engagement and brand awareness. This role contributes to digital communications, content marketing, and on-site outreach at community events and partner locations. The specialist collaborates with internal teams to ensure clear, consistent messaging and helps gather feedback from the community. Success is measured by increased digital reach, audience engagement, and the impact of outreach efforts on program visibility and participation.

Key Responsibilities

1. Content Planning and Execution

Support the maintenance of a content calendar aligned with organizational campaigns, program milestones, and marketing priorities. Draft and schedule content for platforms including social media, email, website, and print.

Collaborate with internal teams to gather updates and assist in making timely content adjustments based on feedback and performance trends.



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2. Message Development and Brand Consistency

Create content that reflects HUF's brand voice and connects with diverse audiences, including clients, funders, partners, and the community. Adapt program information into clear, compelling messages and stories that are culturally relevant and audience-appropriate, while maintaining tone and style consistency.

3. Content Development and Campaign Coordination

Develop high-quality digital and print content—written, visual, and multimedia—for use across communication channels. Assist with campaign execution to enhance visibility and engagement. Draft scripts, talking points, infographics, and social media content to support outreach and storytelling goals. Use tools such as Facebook, Instagram, LinkedIn, Web Author, and Constant Contact to schedule and distribute content. Apply basic SEO practices to enhance digital content visibility.

4. Community Outreach and Event Support

Actively support the planning and execution of community outreach efforts that promote HUF's programs and strengthen engagement with diverse audiences. Assist in developing outreach materials such as flyers, social media content, email invitations, and event signage. Serve as a key on-the-ground representative at outreach events, including community fairs, workshops, and partner activations, helping with event setup and breakdown, distributing materials, and engaging with attendees to share information about HUF's services. Capture photos, videos, and testimonials from participants to support grassroots storytelling and future content creation. Collaborate with internal teams to ensure outreach efforts are inclusive, accessible, and aligned with current program priorities. This role requires a strong presence in the field and a proactive, personable approach to community interaction.

5. Community Partner Communications

Support communication with community partners, collaborators, and local media as directed. Assist in tracking outreach efforts, following up on shared initiatives, and preparing materials for external meetings. Represent the marketing team at



events when assigned to help increase HUF's visibility and support brand alignment.

6. Outreach Performance Monitoring and Content Optimization

Track and report on key performance indicators (KPIs) related to both digital content and outreach activities, including reach, engagement rates, post interactions, email open and click-through rates, event attendance, and material distribution. Assist in compiling data from various platforms and event tracking tools to evaluate the effectiveness of campaigns and community outreach efforts. Identify trends and audience behaviors to help refine content formats, improve scheduling, and enhance message delivery. Support the preparation of monthly dashboards and reports that highlight successes, gaps, and opportunities. Collaborate with the coordinator to apply insights that improve outreach strategies and drive stronger community engagement.

Qualifications:

- Bachelor's degree in marketing, Communications, Digital Media, or a related field; or a minimum of 2–3 years of equivalent experience in a related work environment.
- Experience supporting content creation, social media, or community outreach efforts in a nonprofit, agency, or mission-driven setting.
- Strong verbal and written communication skills, with the ability to create clear, engaging, and audience-appropriate content.
- Familiarity with social media platforms, basic SEO principles, and content marketing practices.
- Ability to support the execution of digital campaigns and engagement strategies across platforms including Facebook, Instagram, LinkedIn, and email.
- Strong organizational skills, time management, and attention to detail.
- Proficiency in using tools such as Canva, Constant Contact, Meta Business Suite, or similar platforms for scheduling and publishing content.
- Comfort using basic analytics tools (e.g., Google Analytics, social platform insights) to track performance and support reporting.
- Ability to manage multiple tasks and meet deadlines in a fast-paced, collaborative environment.
- Basic knowledge of video capture, editing, or mobile content creation is a plus.
- Bilingual in English and Spanish preferred, to support outreach and communication with all communities.



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Working Environment:

The work for this position may be done from a remote location as well as in the office. The remote office should be held to the same private and confidential standards. The person must be able to travel back and forth from HUF locations and home as needed. Employees who are eligible to work hybrid are responsible for adhering to the agreed upon schedule dictated by their immediate supervisor.

Physical Requirements:

- Prolonged periods sitting at a desk and working on a computer.
- Must be able to lift up to 15 pounds at times.

Additional Requirements:

- Possession of a valid Florida Driver's License and insurance.
- Independent travel and reliable means of transportation.
- Ability to work evenings and weekends as needed.
- Ability to pass a level 2 background check.

Hispanic Unity of Florida is an Equal Opportunity Employer. In compliance with the Americans with Disabilities Act, the employer will provide reasonable accommodations to qualified individuals with disabilities and encourage both prospective and current employees to discuss potential accommodations with the employer.

I have read my job description and understand my responsibilities.

Employee Signature: _____

Date: _____

“This job description is not an employment agreement or contract. Management has the exclusive right to alter this job description at any time without notice.”