



Bilingual Communications Manager

Location: Austin, TX

Position Type: Full-Time

About Us:

When told that your child has a disability, your life changes. Acronym-filled paperwork, doctors, therapy sessions, and special education meetings become your new normal. Research shows parent involvement to be the greatest indicator of positive outcomes for children with disabilities, yet parents report feelings of powerlessness when navigating doctors, therapies and special education for their child. This is where VELA steps in- we partner with families and provide knowledge, empowerment, resilience and community. Through our courses and wraparound services, parents learn how to support their child's strengths and needs, navigate medical and special education services, connect to community resources and become their child's greatest expert. In the last twelve years, VELA has grown from a 100% volunteer-run agency to having 11 staff, a strategic board, and a community of volunteers that serves over 2,500 families annually. VELA will be launching its new Equity Centered Strategic Plan this year. VELA is values-driven, innovative and intentional and we love what we do.

Position Overview:

VELA is seeking a dynamic and creative Bilingual Communications Manager. The ideal candidate will possess strong graphic design skills and be proficient in using tools like Canva and Mailchimp to create compelling visual content and storytelling for social media, newsletters, and other communication channels. They will be responsible for nurturing our different audiences ranging from parents to donors to funders- from their first interaction with VELA through to enrollment in courses and/or making financial contributions. Above all, they will share our passion for the VELA mission and be dedicated to empowering families of children with disabilities.

This is a hybrid position. VELA's hybrid work model combines remote work with in-office presence two days a week.

Key Responsibilities:

- Co-design and implement a comprehensive communications strategy to effectively reach and engage various audiences, including families, healthcare providers, educators, donors and funders, media, and the broader community.
- Create and catalog visually engaging content and graphics using Canva and other design tools for social media posts, newsletters, website updates, and marketing materials.
- Craft compelling stories that highlight the impact of VELA's programs and services, effectively communicating our mission and values.
- Manage VELA's social media channels, including content creation, scheduling, analytics and engagement.
- Support with VELA's new website development, and maintain and update website content and graphics on Wix.
- Manage Mailchimp email newsletters and campaign creation process including collecting and creating copy, campaign optimization, updates to audience segments, performance reporting, etc.
- Work closely with the Development Director to create and share messaging related to three major fundraising campaigns to include Amplify Austin, Be the Light (VELA's annual fundraiser), and Holiday Giving and ongoing fundraising efforts.
- Collaborate with program staff to promote VELA's courses, workshops, and events to target audiences.
- Stay informed about industry trends, best practices, and emerging technologies to continuously improve VELA's communications efforts.

Qualifications:

- Bilingual, oral and written fluency, in Spanish and English is a requirement for this position.
- Values-driven: Shares organizational values, including a passion for social justice and equity
- Excellent written and verbal communication skills in both Spanish and English.
- Proven experience in communications, marketing, or public relations, preferably in the non-profit sector.
- Proficiency in graphic design software, particularly Canva, with a strong portfolio demonstrating creative design skills.
- Strong storytelling abilities with a knack for crafting compelling mission driven narratives.
- Experience managing social media platforms and developing engaging content.

- Ability to work collaboratively with diverse teams and stakeholders.
- Highly organized with strong project management skills and attention to detail.
- Tech-savvy: Fast learner and experience with Zoom, Canva, Google Drive, Microsoft Suite, Wix and Mailchimp preferred.
- Proven ability to complete some work remotely.

How to Apply:

Please submit a cover letter, resume and a portfolio of your work to include samples of graphics you've created on Canva, compelling story samples you've written, social media accounts you've managed, and email newsletters you've created to shalyn@velafamilies.org with the subject line: **VELA Communications Manager**. No phone calls please.

VELA is an equal opportunity employer committed to diversity and inclusion. We encourage individuals from all backgrounds to apply.

Compensation and Hours

This is a full time salaried position. Salary ranges from \$57,000-60,000 annually depending on experience. Benefits include an additional \$300/month healthcare stipend, three weeks of paid time off and flexible working hours.