



Job Title: Communications Manager

Organization: ÓRALE

Location: Long Beach (Hybrid)

Employment Type: Full-time/Exempt

Reports To: Executive Director

Supervises: None currently. May supervise staff at a later time.

Salary Range: \$65,000-80,000

About Us

ÓRALE is building and sustaining a thriving immigrant-led movement to end the criminalization of immigrants and secure bold protections and opportunities that allow immigrant communities to thrive.

Recent Accomplishments

UndocuFundLBC- distributed over 1 million dollars in direct financial aid to undocumented families affected by COVID-19.

Long Beach Justice Fund- advocated for and won the implementation of universal representation in the city of Long Beach.

Long Beach Liberation Fund- provided immigrant families with the bail to free their loved ones from Adelanto Detention Center.

COVID-19 Relief Work- provided immigrant communities with real-time, on-the ground resource connection, culturally sound and cohesive Covid-19 education in Spanish regarding testing, vaccination, and booster information.

What We Do

ÓRALE supports the leadership development of immigrant leaders through political education, leadership programs, wellness resources, and shared advocacy.

ÓRALE advocates and organizes to transform the systems and power structures (i.e. laws, budgets and policies) that impact our community.

ÓRALE is a regional hub for information, services, and resources for the immigrant community.

ÓRALE builds partnerships and is an integral force in local, state, and national coalitions that are advancing intersectional movements for justice.

Position Overview

The Communications Manager will play a critical role in shaping and executing the organization's communications strategy. This individual will manage media relations, digital outreach, content creation, and storytelling efforts to elevate the voices of immigrant communities and advance our advocacy goals. The ideal candidate is a strategic thinker, skilled storyteller, and experienced communicator passionate about immigrant rights and social justice.

Key Responsibilities

Strategic Communications & Messaging:

- Develop and implement a comprehensive communications strategy to enhance the organization's visibility and impact.
- Lead efforts to amplify immigrant narratives through various channels, including social media, press releases, website content, newsletters, and events.
- Craft and refine messaging to effectively communicate the organization's mission, programs, and policy priorities.
- Maintain a consistent brand identity and voice across all communications platforms.

Media Relations:

- Build and maintain relationships with journalists, media outlets, and influencers to promote the organization's work.
- Attend and document all ÓRALE events including, city council, rallies, protest, and any event that can elevate ÓRALE's campaigns.
- Draft press releases, media advisories, op-eds, and talking points for leadership and advocates.
- Monitor media coverage and identify opportunities for engagement.

Digital & Social Media Strategy:

- Oversee the organization's social media presence, including content creation, engagement, and analytics tracking.
- Manage ÓRALE's social media, including maintaining a public calendar and managing social/digital media strategy across all platforms, including Facebook, Instagram, Twitter, and LinkedIn, blog, newsletters, etc.
- Develop and implement social media campaigns to support advocacy initiatives and fundraising efforts.
- Manage website content updates and ensure alignment with organizational messaging.
- Utilize communication metrics to assess the effectiveness of strategies and make data-driven recommendations for improvement.

- Stay informed about current events, policy developments, and trends related to immigration to inform communication strategies.

Content Creation & Storytelling:

- Develop compelling narratives that highlight the experiences of immigrant communities and the impact of the organization's work.
- Produce written, visual, and multimedia content, including blogs, newsletters, infographics, and videos.
- Collaborate with program staff and community members to gather and amplify authentic stories.

Advocacy & Campaign Support:

- Support communications efforts around legislative advocacy, policy initiatives, and rapid response moments.
- Develop the production of communication/advocacy materials such as graphics, toolkits, newsletters, factsheets, and any written materials needed for organization and campaigns.
- Work with coalition partners to coordinate messaging and joint campaigns.

Internal & External Communications:

- Train staff, volunteers, and community members on media engagement, communication best practices and storytelling.
- Ensure timely and effective communication with stakeholders, including donors, partners, and community members.
- Collaborate with internal teams to ensure alignment of messaging with organizational goals and values.

Other Duties as Required.

Required Qualifications & Experience

- Bachelor's degree in Communications, Journalism, Public Relations, or related field.
- Minimum of 2-3 years of experience in communications, preferably in the nonprofit or advocacy sector.
- Demonstrated expertise in storytelling, messaging development, and content creation.
- Experience in creating video content for Instagram, Facebook, Tiktok, etc
- Experience in creating graphics with design programs such as Canva, InDesign, or any other software.
- Experience with video editing software like CutPro, Premiere Pro, or CapCut.
- Knowledge of multimedia tools and social media platforms.
- Must be comfortable in front of a camera.
- Bilingual: Spanish and English is a must.

Desired Qualifications

- Strong writing in both English and Spanish and editing skills, with attention to detail and accuracy.
- Ability to be creative in both English and Spanish when creating content, particularly video content.
- Experience working with diverse communities, particularly immigrant populations.
- Experience with professional cameras
- Strong bilingual verbal and written communication skills, with an emphasis on an ability to effectively communicate with diverse audiences using multiple mediums, and close attention to detail
- Commitment to social justice, equity, and inclusion.

Skills and Competencies

- True team player with excellent teamwork and collaboration skills; willing to support team members as needed across the organization for high-priority projects or events.
- Creative problem solver, thoughtful, discerning, and able to communicate ideas in a manner that is both constructive and respectful.
- Proven ability to work effectively in a fast-paced environment and manage multiple priorities.
- Strong critical-thinking and problem-solving skills, with the ability to identify local and long-term impacts simultaneously. Ability to learn quickly and thrive in change.

Physical Demands

- Able to work on a computer, including sitting at a desk, for extended periods of time with or without reasonable accommodation.
- Able to lift objects weighing up to 20 pounds.
- Able to stand, kneel or reach occasionally
- Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Other

- Work authorization required. DACA recipients are encouraged to apply.
- Overnight travel within California or the U.S. may be required.
- Access to reliable transportation.

Why join the ÓRALE team?

- We offer generous health benefits, salaries, 403b retirement options, and a monthly cell phone stipend to all staff.

- Clear community focus: Our team gets to work with dedicated and growing community membership committed to the abolition of immigration detention and nurture immigrant leadership in our community.
- You'll be working with directly impacted staff who are dedicated and passionate about advocating for immigrant rights.
- ORALE will pay DACA renewals for impacted staff members.
- Every other Friday off to allow our team to recharge
- 11 paid Holidays, 2 Floating Holidays, Cumulative Vacation Time, Sick days; plus we are closed 3 weeks in December and one in the summer.

How to apply: Email a writing sample (this can be a presentation/paper you've created for a workshop) or send a video detailing your work experience and the relevance to this position. Send a resume, a cover letter, and contact information for two people who are familiar with your work, experience, and character.

Send materials to: maribel@orale.org. Review of materials will begin on April 1, 2025. Job will remain open until filled.

If you are selected for an interview, our team will contact you directly.

Community Partners® is an equal opportunity employer committed to a diverse and inclusive workforce. In addition, the organization will consider for employment qualified applicants with criminal histories in a manner consistent with the requirements of the Los Angeles Fair Chance Initiative for Hiring. We welcome applicants from diverse backgrounds and seek to hire qualified staff who reflect the rich diversity of the community we serve.