



Spanish-Speaking Digital Outreach Specialist

Greater Los Angeles Area (Hybrid)

About the Role

We are seeking a Spanish-speaking Digital Outreach Specialist to support the launch of an exciting new app designed to engage and connect with diverse communities across Los Angeles. This role will focus on digital outreach, using data-driven insights to shape bilingual content strategies that resonate with the Spanish-speaking audience. In this hybrid role, you will be responsible for building brand awareness, driving engagement, and promoting app usage through innovative digital channels.

Key Responsibilities

- Develop and execute digital outreach strategies in both English and Spanish, using data insights to inform and optimize campaigns.
- Craft compelling bilingual content for social media, email, push notifications, and other digital platforms to drive app downloads and user engagement.
- Track and analyze app performance data, social media engagement, and other digital metrics to refine outreach strategies and report on key performance indicators.
- Collaborate with cross-functional teams to identify community needs and develop app features and communications that appeal to Spanish-speaking users.
- Act as the Spanish-language spokesperson for the app, managing digital communications, handling user inquiries, and engaging with Spanish-language media outlets as needed.
- Contribute to content testing and A/B testing to identify effective messaging and increase the app's impact within the Spanish-speaking community.

Requirements

- Native or fluent Spanish speaker with strong writing, translation, and content creation skills in both Spanish and English.
- 1+ years of experience in digital outreach, content strategy, data-driven marketing, or app promotion, particularly within diverse markets in a professional or student environment.
- Exceptional interpersonal skills and an understanding of the social and cultural landscape of Spanish-speaking communities in Southern California.
- Ability to work effectively in a hybrid environment and attend in-person meetings and events as required.

Preferred Qualifications

- Bachelor's degree in Digital Communications, Marketing, Data Analytics, Public Relations, or a related field.
- Previous experience promoting apps or digital platforms within multicultural or multilingual communities.
- Knowledge of data analysis and familiarity with A/B testing methods.
- Experience with SEO, paid media, and digital advertising targeting Spanish-speaking users.
- Demonstrated experience using data to shape digital strategies and inform decision-making.
- Proficiency with social media management tools, digital analytics platforms (e.g., Google Analytics, Hootsuite), and data visualization.

Compensation & Benefits

- Competitive salary with performance-based incentives.
- Comprehensive benefits package.
- Flexible hybrid work schedule, supporting both remote work and in-office collaboration.
- Opportunity to be part of an innovative team shaping a digital-first community initiative.

How to Apply

Please submit your resume, cover letter, and examples of digital campaigns or bilingual outreach projects to barb@avenew.org.

We are an equal-opportunity employer and are committed to fostering a diverse, inclusive, and dynamic team.