



## Assistant Director of Marketing

**Intercambio is a great place to work!** Intercambio was founded in 2001 to bring English learners and community volunteers together in language classes and gatherings to build skills, confidence, and life-changing connections. We have connected over 15,000 students, teachers, and TESOL organizations through our programs, training, and curriculum. Intercambio participants build relationships that break down barriers of language, culture, race, and socioeconomic status — creating connections that build a more fair, just, and inclusive society. Our staff are experienced, diverse, passionate about our mission, and learn from our participants and each other.

As our **Assistant Director of Marketing**, you will educate and inspire our staff and stakeholders while attracting new leads in Boulder County and across the U.S. Your work will be critical to the development and execution of Intercambio's overall marketing strategy and its various campaigns and activities, including copywriting, graphic design, publishing, and periodic reporting. You will be part of Intercambio's Management Team, regularly collaborate cross-functionally, and may manage staff, contractors (webmasters, printers, graphic designers, etc.), and interns.

This position is full-time (40 hours per week) and reports to the Chief Executive Officer. The successful candidate will be expected to work in our Boulder & Longmont offices each week, and from home.

### RESPONSIBILITIES:

#### Messaging & Branding

- Serves as Intercambio's brand champion. Oversees organization-wide messaging — drafting and rolling out trainings and tools to support the adoption of clear and consistent messages.
- Maintains and updates the visual brand identity — training staff to effectively implement the look and feel of the Intercambio brand.
- Participates in Intercambio's external events and presentations, ensuring that each activity supports the cohesive strategy with consistent branding.
- In collaboration with Management Team works across departments to support and ensure proper messaging for campaigns, programs, fundraising, and content.

#### Content Marketing for Lead Generation

- Regularly creates and distributes content that demonstrates our value — supporting each department as they work to generate new leads, convert, and retain them, including volunteers, students, ESOL teachers, ESOL organizations, and donors/funders.
- Harnesses automation and AI to maximize efficiency and accuracy. Regularly reports on campaign performance and utilizes this evidence for future campaigns.

#### Public Relations & Thought Leadership

- With support from consultants and access to various tools, designs and executes brand awareness campaigns which position Intercambio as a leading expert in the field of adult ESOL and a key player in the immigrant services space.
- Develops systems to collect marketing data and report on results.

### Daily Operations

- Utilizes consistent data-driven insights to assess marketing campaign effectiveness and optimize performance.
- Maintains Marketing calendar and dashboard. Responsible for sourcing, drafting, and publishing to Intercambio's social media accounts.
- Creates graphics for social media, digital ads, newsletters, fundraising appeals, etc.

## QUALIFICATIONS:

### Required Qualifications

- 1-3 years' experience in creating clear, compelling messaging for an organization.
- Experienced and skilled at using Acrobat Creative Suites (InDesign & Photoshop).
- Skillful at using the following digital platforms: Microsoft Office applications, Campaign Monitor (or similar email marketing platform), WordPress website development, Salesforce, Facebook, Instagram, LinkedIn and YouTube.
- Familiarity with the latest trends, best practices, technologies and methodologies in communications and marketing for nonprofit messaging and keeping stakeholders engaged.
- Writing and editing experience, high attention to detail.
- Proven time and project management skills.
- Excellent people skills; works well as a leader/member of a team.
- Experience with interacting with people from different nationalities. Engaged in a journey of growing in diversity, equity and inclusion, both personally and professionally.
- Personal values align with the Intercambio mission.
- Willingness to work occasional evenings and weekends.

### Desired Qualifications

- Advanced graphic design skills.
- BA degree, marketing certifications or equivalent.
- Experience with learning a second language.

**Starting Salary Range:** \$60,000 – \$64,000 per year. Intercambio also offers a competitive benefits package that includes generous vacation and sick leave; health, dental, vision and life insurance; professional development funds and a retirement plan after one year of employment.

**Closing Date** – the position is open until filled. We are hoping to have the successful candidate start in November.

**Application Process:** Please apply by emailing your cover letter and resume to [jobs@intercambio.org](mailto:jobs@intercambio.org). Please be sure your cover letter specifically tells us how you meet our qualifications.

At Intercambio, **diversity, equity and inclusion** are at the core of who we are. [Read our Equity Charter here](#). We are committed to creating a diverse and equitable work environment and strongly encourage you to apply if you have lived immigrant experience, are part of the BIPOC (Black, Indigenous, and people of color) and/or LGBTQIA community, are differently-abled, a veteran, or are of diverse nationality or religion.