



Position: Program and Public Relations Coordinator
Salary: Starting \$14.00/hr
Hours: Part-Time (24-30hrs), primarily weekdays and Mon/Wed evenings

La Luz Centro Cultural's mission is to promote cultural awareness and diversity with hospitality and supportive services for all. La Luz Centro Cultural is a nonprofit cultural center situated in downtown Hampton, Iowa.

Summary

The Program and Public Relations Coordinator manages the day-to-day operations, administration and budgets of various programs as well as the public relations strategy of La Luz CC. Programs may be educational, cultural, or service-oriented and may exist as a component of a grant-funded activity. This position furthers the mission of La Luz CC by assisting with grant planning and administration; fiscal management; program marketing, administration, and reporting; and external communications and public relations.

Duties and Responsibilities

Program Development

- Develop and implement programming for La Luz Centro Cultural
- Collaborate with community partners and agencies to broaden program opportunities
- Recruit and train volunteers for programs
- Manage activities of staff and volunteers engaged in program objectives
- Coordinate and teach in the adult English Language Learner program
- Lead the planning and execution of the annual event: Gran Festival North Iowa

Program Administration

- Assist with grant proposal writing and reporting as it relates to program objectives and funding
- Develop, administer, and report program revenues and expenses
- Maintain program records and prepare summaries and reports upon program completion or as needed

Public Relations

- Collaborate with the Executive Director to develop and implement a cohesive public relations strategy
- Monitor and maintain social media accounts and websites
- Write, edit, and publish marketing, promotional, and/or educational materials related to programs and services in the organization
- Share about programs and services in public forums
- Serve as a LLCC spokesperson as needed
- Coordinate the development and mailing of the quarterly newsletter



LA LUZ CENTRO CULTURAL

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641.812.1090 | www.laluzcc.org

Additional Duties

- May supervise employees, interns, and/or volunteers
- Help with walk-in and phone call services as needed
- Participant in community committees as they relate to programs and partners

Qualifications

- Bilingual in English and Spanish
- Caring and personable, able to connect with individuals
- Excellent written and verbal communication skills
- Ability to lead and train volunteers
- Competent with computers, software, and general office tasks
- Knowledge of budgeting, bookkeeping, and reporting
- Excellent organization and planning skills

Education and Work Experience

- Associate Degree (required), in relevant field preferred
- Experience in public relations and/or communications (preferred)
- Experience in program planning and implementation (preferred)

To apply email cover letter and resume by August 13, 2021 to info@laluzcc.org

La Luz is an Equal Opportunity Employer and prohibits discrimination and harassment of any kind. La Luz is committed to the principle of equal employment opportunity for all employees and to providing employees with a work environment free of discrimination and harassment