

Communication & Outreach Assistant

Position Type: Part-Time (up to 20 hours/week)

Classification: Hourly

Appointment: Academic Year 2027 - July 2026 - June 2027

Organization Overview:
Encuentro's mission is to transform New Mexico into a thriving community for all of its residents by engaging with immigrant adults in educational and career development opportunities that build skills for economic opportunity, leadership, and social justice. The Development & Communications Department is a creative, collaborative, and fast-paced team responsible for elevating Encuentro's voice, strengthening community engagement, supporting fundraising efforts, and sharing the stories that reflect the impact of our students, staff, and community.

Position Overview

The Communications & Outreach Assistant supports the Communications Manager in strengthening Encuentro's visibility, community engagement, and organizational storytelling. This position assists with digital communications, social media, website updates, multimedia production, community outreach, special events, and storytelling that amplifies the voices and experiences of immigrant families.

The position also supports special initiatives, including Encuentro's Leadership & Communications Pilot Program, by assisting with participant engagement, project coordination, communications, and event logistics. The ideal candidate is creative, organized, dependable, eager to learn, and passionate about using communications as a tool for community building and social impact.

Primary Responsibilities:

Digital Communications & Storytelling

- Create engaging content for social media, newsletters, website updates, and organizational communications.
- Design graphics, flyers, presentations, and promotional materials using Canva.
- Capture photography and short-form video content that highlights Encuentro's programs and community.
- Schedule social media content, monitor engagement, and recommend new content ideas.
- Organize and maintain digital communications assets, including photos, videos, and shared files.

Community Outreach & Engagement

- Represent Encuentro at community events, resource fairs, graduations, workshops, and neighborhood activities.
- Assist with outreach efforts to recruit students, volunteers, supporters, and event participants.

Event & Program Support

- Assist with communications planning for organizational events and campaigns.
- Coordinate event signage, promotional materials, and communications timelines.
- Capture stories, interviews, testimonials, photos, and videos during organizational events.
- Assist with post-event communications, including newsletters, photo galleries, social media, and impact stories.

- Support implementation of the Leadership & Communications Pilot Program through participant engagement, logistics, communications, and documentation.

Development & Organizational Support

- Support fundraising campaigns through communications materials and donor recognition.
- Assist with annual appeal mailings, sponsorship recognition, and donor stewardship activities.
- Maintain communications calendars and assist with administrative communications projects.

Required Qualifications

This position may be filled through a Federal Work Study Program, internship, Public Allies placement, or other part-time employment opportunity.

- BA graduate in Communications, Marketing, Journalism, Public Relations, Graphic Design, Digital Media, Nonprofit Management, Political Science, or a related field.
- Bilingual proficiency in English and Spanish
- Demonstrated experience in nonprofit communications, community engagement, leadership development, or advocacy.
- Excellent written, verbal, and interpersonal communication skills.
- Strong organizational skills with attention to detail.
- Ability to manage multiple projects and meet deadlines.
- Creative thinking and visual storytelling.
- Ability to work independently and collaboratively.
- Professionalism, reliability, and accountability.
- Strong customer service and relationship-building skills.
- Cultural humility and ability to work effectively with diverse communities.

Preferred Technical Skills

- Google Workspace (Docs, Sheets, Drive, Calendar, Gmail)
- Canva
- Social media platforms (Facebook, Instagram, LinkedIn, YouTube)
- WordPress (preferred)
- Constant Contact or similar email marketing platform
- Basic photography and videography
- Basic video editing (CapCut, Canva, Adobe Express, or similar)

Physical Requirements

- Ability to work on a computer for extended periods.
- Ability to occasionally lift up to 20 pounds.
- Ability to attend occasional evening and weekend community events.

Schedule

- Availability to work up to 20 hours per week, including occasional evenings or weekends for community events. Flexible schedule coordinated around academic commitment and departmental needs.
- Some evening or weekend hours may be required to support organizational events.

Compensation: Compensation: \$16.00–\$20.00 per hour, based on experience, qualifications, and the applicable hiring program.

To Apply:

Send your resume in English, and a cover letter in Spanish by August 31, 2026 for best consideration. Include your last name and Communication Assistant in the subject of your email. Send your email to info@encuentronm.org. Visit our website for more information about our organization, services, and clients. No phone calls please. www.encuentronm.org

Encuentro is an equal opportunity employer. We value a diverse workforce and an inclusive workplace culture. Encuentro will accept and carefully review the applications of all qualified persons regardless of their arrest history, race, ethnicity, religion, sexual orientation, gender identity and expression, age, national origin, civil status, citizenship status, disability, or veteran status. The person selected for this position will be required to present valid work authorization documentation.