



## Position Announcement

Communications Specialist (Bilingual / Full-Time)

Job Title:	Communications Specialist
Reports To:	Director of Communications
Purpose:	Promote the vision and brand of Camino with creative storytelling and relevant tools
Travel:	Some local, regional, national and international travel may be required
Location:	Dallas-Ft. Worth, Texas area

### The Position

Camino Global seeks an enthusiastic Communications Specialist to help the mission grow its relatively young brand identity (launched in 2012) and support the organization's overall communications strategy and marketing efforts. You will be an integral part of the development and execution of online and offline communications tools to foment brand awareness and effectively engage Camino's increasingly global English and Spanish-speaking constituencies.

This is a full-time position with salary and benefits that are competitive within the arena of mid-sized non-profit organizations. The ideal candidate will view this opportunity as a place of service and ministry, as well as a way to make an eternal investment.

### Responsibilities

- Support the creation and execution of creative marketing campaigns, publications and materials
- Create and/or acquire compelling content for multi-channel communications (i.e. websites, social media, blog articles, email and direct mail campaigns, print publications, etc.)
- Support the smooth operation of digital tools comprising Camino's web presence (strategy, maintenance)
- Leverage CRM data to understand constituent needs and engagement opportunities
- Connect with external vendors and consultants to coordinate deliverables
- Coordinate deliverables with the project workflows and timelines of other team members and departments.
- Support the mission's "bilingual everything" goal for publications and overall communications

### Qualifications

- Proven experience and demonstrated success in a communications or similar role.
- 2+ years of experience with web development, content creation and maintenance.
- Thorough understanding of, and comfort level with...
  - Website Content Management Systems and Search Engine Optimization
  - Adobe Creative Suite (Photoshop, Illustrator, InDesign, etc.)
  - Email Marketing (MailChimp or Constant Contact)
  - Strategic Management of Social Media Channels (Facebook, Twitter, Instagram, LinkedIn, etc)
  - Project Management processes and tools
- Excellent communication and writing skills
- Bilingual (English/Spanish)
- BS/BA in Marketing, Communications, Design or equivalent
- Ministry/Missions experience a plus
- Agreement with Camino's [Statement of Faith](#)

## About Camino Global

Founded in 1890 as the Central American Mission, Camino Global has always been focused on ministry among Spanish speakers. Costa Rica, Guatemala, Honduras, El Salvador and Nicaragua have been at the heart of our outreach for more than a century. The mission went through its first name change in 1975, from the Central American Mission to CAM International, reflecting the expansion of ministries beyond Central America to places such as Mexico, Spain, Panama, Hispanic USA and Canada.

Today, the scope of our outreach is truly global. Camino missionaries serve alongside Spanish speakers everywhere, with feet on the ground on four continents. And the explosive growth of online ministry has accelerated Camino's impact on a global scale, reaching Spanish speakers in more than 100 nations through tools such as ObreroFiel.com and ministry partnerships with organizations such as Global Media Outreach.

The mission of Camino Global is to make disciples of Jesus Christ, serving among and with Spanish speakers globally. The Lord has graciously blessed Camino's ministry among Spanish speakers in Latin America and Spain for 125 years. As the Spanish-speaking church grows, God is using Camino to disciple and mobilize a growing Spanish-speaking missionary force from what once was envisioned solely as a mission field. Camino journeys with Spanish speakers everywhere to transform communities, equip believers and reach the world.

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## The Camino Dallas Team

Camino's Dallas headquarters offers a warm, welcoming, affirming and team-oriented work environment undergirded by the mission's core values of Christlikeness, Community, Collaboration, Compassion and Creativity.

## To Apply

We welcome your inquiries via e-mail to [jobs@caminoglobal.org](mailto:jobs@caminoglobal.org).

**[www.caminoglobal.org](http://www.caminoglobal.org)**