

Marketing Digital Specialist

Call ID: NAD-Esperanza-TV-000390-2024

Where: PALM BAY, FL, United States

When: May 20, 2024 - May 18, 2025

Summary

Esperanza TV (Esperanza Hispana Channel in North America) is seeking a highly skilled Digital Marketing Specialist. The ideal candidate will be responsible for developing and implementing digital marketing strategies to increase brand awareness, engage audiences, and drive viewership. This role requires expertise in various digital marketing channels, analytical skills, and a deep understanding of Hispanic media trends.

Destination

PALM BAY, FL United States

Term

Long-Term, 6 - 12 months, May 20, 2024 - May 18, 2025

Position

Type: Marketing / Fund-Raising, Total People Required: 1, Target Age: Any, Young Adults (26-40)

Finances

Cost: \$0.00, Monthly Living Allowance: \$1250.00, Local Currency: USD, Finance Type: Fully Sponsored

Lodging & Food

We will provide lodging with utilities paid, including, electricity, water, cell line, and the volunteers will receive a monthly living allowance of \$1,000.00

Restrictions: Not Specified

Gender Lodging: Either

Marital Status Lodging: Either

Child Accommodations: Not Specified

Health Notes

good health, no pre-existing conditions.

Dress

Acceptable:

Appropriate clothing for each occasion, formal when the event to be recorded is formal and casual when the

event is casual.

Unacceptable:

Clothing that is too tight or revealing; clothing with rips, tears or frays; or any extreme style or fashion in dress, footwear, accessories or fragrances. Plunging necklines, midriff-revealing crop tops, sheer fabrics, mini skirts, and dresses don't belong in the workplace.

Duties

Creating and managing social media campaigns across multiple platforms
Developing content for digital channels, including website, email, and social media
Analyzing marketing data and adjusting strategies for optimal performance
Collaborating with the content team to align marketing efforts with programming
Staying up-to-date with the latest digital marketing trends and technologies

Experience

minimum two years of experience in the field

Education

High School

Education Concentration

Not Specified

Languages

Spanish and Portuguese

Trade Skills

Any

Host « Private »

Host Contact « Private »

Travel Documentation

Travel

Destination City PALM BAY, FL Destination Airport Orlando

Medical

Required Inoculations (not set) HIV Clearance Required? No

Medical Recommendations (not set)

Visa

Visa Required?	Yes	Visa Type	1
Visa Application By		Volunteer / Sponsor	
Work Permit Required?		No	
Work Permit Application By		(not set)	
Police Clearance Required?		No	
Child Protection Required?		No	
Send Documentation To		(not set)	
Documentation Deadline		(not set)	

Visa Travel Details

We will pay for the visa application if you are selected as our volunteer, and we will pay the flight ticket to Orlando FL, or to Baltimore, MD

Interview		Orientation	
Phone Interview Required?	Yes	Orientation on Site?	No
Signed Agreement Required?	Yes	Orientation Stipend?	No

Travel Advisory

United States

1 Exercise normal precautions