



## **Bilingual Communications and Marketing Specialist**

Company:	Voler Strategic Advisors
Start Date:	June 1, 2026 (approx.)
Classification:	Exempt, full-time, and onsite
Location:	San Jose, CA (not virtual)
Schedule:	Monday-Friday, and some evenings or weekends may apply
Compensation:	Salary, commensurate with experience + benefits

### **About Voler Strategic Advisors**

[Voler Strategic Advisors](#) is a multilingual, award-winning communications and public affairs firm serving leaders in public education, government, nonprofit, and corporate sectors. We partner with C-suite executives across California to provide high-level strategic counsel, build and protect brands, and shape compelling narratives. Through integrated marketing, media relations, video production, social media strategy, community engagement, crisis communications, and government affairs, we deliver measurable results that strengthen reputation, expand influence, and drive impact.

### **Position Overview**

The Marketing Communications Specialist plays a central role in conceptualizing, executing, and optimizing integrated marketing and public relations campaigns. We are seeking an individual with an entrepreneurial mindset, a creative eye, strong writing skills, and a disciplined, strategic approach to working both independently and directly with clients and colleagues.

This role is ideal for a professional who enjoys taking ownership of a diverse array of projects, facilitating discussions with senior leaders, developing social media content, and driving return on investment (ROI) through storytelling campaigns.

You will:

- Lead client-facing marketing initiatives from strategy through execution
- Exercise strong independent judgment, project management discipline, and the ability to balance creativity with measurable performance outcomes
- Develop compelling brand storytelling across digital and traditional channels
- Manage social media and paid advertising campaigns with a strong ROI focus
- Facilitate meetings and present insights to senior executives
- Analyze campaign performance and refine strategy based on data
- Collaborate cross-functionally in a fast-paced, high-accountability environment

# Key Responsibilities

## Client Management & Strategic Communications

- Serve as a day-to-day point of contact for assigned client accounts.
- Build and maintain strong, professional relationships with clients and stakeholders.
- Manage timelines, deliverables, and expectations across multiple projects and campaigns.
- Participate in client meetings and contribute to communications and marketing strategy.
- Ensure consistent brand voice and messaging across all channels.
- Attend Bay Area events as needed to support client activities, outreach, and marketing initiatives.

## Marketing & Digital Strategy

- Support the development and execution of integrated marketing and communications campaigns.
- Help plan and manage multi-channel campaigns across:
  - Social media
  - Email marketing
  - Websites/blogs
  - Digital advertising
  - Media outreach
- Assist with audience targeting, campaign planning, and content strategy.
- Track campaign performance and prepare analytics and performance reports.
- Use data and insights to recommend improvements and optimize campaigns.

## Content Creation & Copywriting

- Write and edit high-quality content, including:
  - Blog posts and website content
  - Email newsletters and campaigns
  - Marketing and promotional copy
  - Press releases and media pitches
  - Op-eds and thought leadership pieces
  - Annual impact and organizational reports

## Media Relations & Story Development

- Identify and develop compelling story ideas aligned with client goals.
- Write and pitch stories to media outlets.
- Build and maintain media lists and journalist relationships.
- Prepare talking points, messaging documents, and media briefing materials.

## Social Media Management

- Plan, create, schedule, and monitor social media content across platforms.
- Develop and manage content calendars.
- Monitor engagement and respond appropriately.
- Track metrics and report on performance and growth.

## Graphic Design & Visual Content

- Design marketing and communications materials such as:
  - Social media graphics
  - Presentations
  - Flyers and digital ads
  - Infographics
- Collaborate on visual storytelling and campaign creative.

## Communications Tools & Marketing Materials

- Develop and maintain key communications and marketing tools, including:
  - Messaging frameworks
  - Fact sheets and media kits
  - Toolkits and presentations
  - Campaign materials and promotional assets

## What Success Looks Like

- Proactive innovation and continuous improvement
- Strong client trust and strategic partnership
- On-time delivery with minimal oversight
- Reliable, collaborative team contribution
- Measurable growth in engagement, visibility, and ROI

## What We're Looking For

### Required Qualifications

- Bachelor's degree in Communications, Public Relations (PR), English, Business, or related field (or equivalent experience)
- 2–5+ years of experience in communications, marketing, PR, or a related field.
- Demonstrated experience managing client relationships and projects.
- Ability to manage multiple clients, projects, and deadlines simultaneously.
- Exceptional writing, editing, and proofreading skills.
- Proven ability to develop story ideas, write op-eds, and pitch media.
- Strong understanding of digital marketing and content strategy.
- Experience managing social media accounts for brands or organizations.
- Professional fluency in **English and Spanish** or **English and Vietnamese** (written and verbal).
- Proficiency in graphic design tools (Canva, Adobe Creative Suite, or similar).
- Ability and willingness to attend in-person events in the Bay Area and as needed.

### Desired Qualifications

- Experience working in an agency, consulting, or client-service environment.
- Experience supporting events or community engagement initiatives.
- Experience with Asana or similar project management tools
- Familiarity with email marketing platforms and CMS tools.

- Familiarity with graphic design principles and basic design and video editing tools (Canva, CapCut, Adobe, etc.)
- Experience tracking analytics and reporting campaign performance.
- Experience integrating AI tools into workflows
- Interest in public education, government, nonprofit, or corporate communications

## **Who You Are**

- Entrepreneurial and self-directed
- Highly organized and adaptable
- Creative and grounded in data
- Detail-oriented and deadline-driven
- Comfortable leading conversations with executives
- Proactive and solutions-focused
- Collaborative and team-oriented
- Energized by driving measurable results

## **Work Environment**

This is an on-site position based in our San Jose office. Some evenings and weekends may be required.

## **How to Apply**

Submit a cover letter and resume (PDF format) to: [HR@volersa.com](mailto:HR@volersa.com) with the subject line *Communications & Marketing Specialist Application*.