



Juvenile Justice Advocates International

Bilingual (Spanish/English) Social Media Communications Specialist

Freelance Position

Summary

Juvenile Justice Advocates International is seeking a freelance communications professional with experience developing social media campaigns.

Organization Description: Juvenile Justice Advocates International is a nonprofit organization devoted to making a large impact for children in prison around the world. We currently work in Mexico with some of the most vulnerable and marginalized children. Our mission is to advocate for policy reforms in the juvenile justice system to improve respect for human rights for the most vulnerable. JJJ's vision is that children should only be imprisoned as a last resort in extreme circumstances and for the shortest period of time possible. We work towards this goal by:

- Providing advice, consulting, capacity building, training and other services to governments and non-governmental organizations to improve respect for human rights.
- Conducting research on and advocate for increased access to justice for marginalized populations in the criminal justice system.
- Assisting to implement reforms that reduce over-use of detention, improve prison conditions, improve and establish community reintegration programs and decrease delinquency among juveniles and other marginalized populations.

About the Roll:

Key Responsibilities:

- Develop and implement social media strategies aligned with our organizational goals
- Create compelling content for multiple platforms in both Spanish and English
- Monitor social media metrics and adjust strategies based on performance data
- Engage with our community through timely responses and conversation management
- Collaborate with our team to ensure consistent messaging across all channels

Required Qualifications:

- Full professional fluency in both Spanish and English
- Proven experience developing and executing successful social media campaigns



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- Strong understanding of various social media platforms and best practices
- Excellent writing and communication skills in both languages
- Experience with social media analytics and reporting tools

Preferred Qualifications:

- Previous experience working with nonprofit organizations
- Understanding of cause-based marketing and community engagement
- Knowledge of graphic design and content creation tools
- Experience with paid social media advertising
- To Apply: Please submit your resume, portfolio of previous social media work, and a brief cover letter explaining your relevant experience and interest in our organization.

Location: This is a fully remote position. Candidates located in Latin America are particularly encouraged to apply.

How to Apply

Please submit your resume, portfolio of relevant work, and a brief cover letter describing your experience in creating bilingual educational content to info@jjadvocates.org.

Deadline: May 31, 2025