



STRONGER COMMUNITIES. STRONGER AMERICA.

POSITION ANNOUNCEMENT

POSITION: Design & Brand Specialist

OPEN: Immediately

LOCATION: Washington, DC

CLOSE: Until filled

CONTACT: Ivan Torres, Director, Design & Brand

SALARY: Commensurate with experience

BACKGROUND

UnidosUS, previously known as NCLR (National Council of La Raza), is the nation's largest Hispanic civil rights and advocacy organization. Through its unique combination of expert research, advocacy, programs, and an Affiliate Network of nearly 300 community-based organizations across the United States and Puerto Rico, UnidosUS simultaneously challenges the social, economic, and political barriers that affect Latinos at the national and local levels. For more than 50 years, UnidosUS has united communities and different groups seeking common ground through collaboration, and that share a desire to make our community stronger. For more information on UnidosUS, visit www.unidosus.org or follow us on Facebook, Instagram, and Twitter.

SUMMARY

UnidosUS is seeking a Design & Brand Specialist to work with the Communications and Marketing component and members of the Design & Brand team to provide creative solutions for a diverse portfolio of institutional and issue-specific products for print and digital. The Design and Brand Specialist is a design thinker able to excel within a fast-paced, high-volume environment. This position reports to the Director, Design & Brand.

RESPONSIBILITIES

- Know and adhere to established brand guidelines.
- Manage internal and external relationships in order to set and deliver against project deadlines, including working with leaders, freelancers, and vendors.
- As doer and thinker, work with Brand & Design team to fulfill requisitions and/or expertly align deliverables with project goals.
- Develop reports, infographics, social media graphics, presentations, templates, etc. with an understanding of diverse end-user needs.
- Plan and execute key creative marketing projects, in collaboration with internal graphic

design team, to support marketing efforts.

- Provide support (including marketing expertise, collateral development, and content creation) for marketing efforts.
- Develop content calendar and collateral to focus team on common marketing messages.
- Write and edit content for marketing collateral and website, including weekly blog posts and other content.
- Manages social media content on the corporate level and oversees the company websites as well, working to improve each location's online presence.
- Perform other duties as assigned.

QUALIFICATIONS

- Bachelor's degree in marketing, communications, advertising, graphic design or related field.
- Three (3) to five (5) years of experience in marketing, communications, advertising, creative services, or customer insights.
- Must be able to present three creative and diverse work samples.
- Expert proficiency with Adobe Creative Cloud.
- Experience with web design (WordPress).
- At a minimum, intermediate level expertise in MS 365 Suite (Excel, Word, One Note, Teams SharePoint).
- Excellent communication skills, both oral and written.
- Commitment to excellence and high standards.
- Ability to work independently and as a member of various teams and committees.
- Steadfast commitment to UnidosUS mission, vision, and values (Excellent, Respect Accountability).
- Familiarity and commitment with the U.S. Latino community, Latino nonprofit organizations, and the Latino market a plus.
- Acute attention to detail.
- May be required to work evenings or weekends as needed.
- Bilingual (Spanish/English) skills a plus.

**Employment with UnidosUS is contingent upon successful completion
of a background screen.**

Please note: Only those applicants who submit a cover letter and résumé will be considered for this opportunity.

SEND COVER LETTER, WORK SAMPLE AND RÉSUMÉ TO:

UnidosUS

hrmail@unidosus.org

Subject Line: Design & Brand Specialist

Attn: Ivan Torres, Director, Design & Brand

No phone calls please!

EQUAL OPPORTUNITY EMPLOYER. All qualified applicants will receive consideration without regard to race, color, national origin, marital status, religion, gender, age, disability, sexual orientation, gender identity or expression, personal appearance, family responsibilities, political affiliation, or enrollment in a college, university, technical school, or adult education.