



POSITION ANNOUNCEMENT

POSITION: Director, Digital Marketing

OPEN: Immediately

LOCATION: Washington, DC

CLOSED: Until filled

CONTACT: SVP, Communications & Marketing
DVP, Communications

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 country stronger.

For more information on UnidosUS, visit www.unidosus.org or follow us on Facebook and Twitter.

SUMMARY

UnidosUS is seeking a Director of Digital Marketing for its Washington, DC office. The Director of Digital Marketing is responsible for creating and ensuring the success of UnidosUS's digital campaigns, leading the function with the communications and marketing team. Their responsibilities include strategizing, planning, leading, and executing major comprehensive campaigns and rollouts. Additionally, they are tasked with creating and managing a digital marketing program that leverages SEM, SEO, email, mobile, social media, display, and KPIs. The Director also supervises a team of junior staff and vendors/contractors.

This position reports to the Senior Vice President (SVP) of Communications & Marketing and the Deputy Vice President (DVP) of Communications & Marketing. As a result, experience and comfort reporting to multiple supervisors is necessary.

RESPONSIBILITIES

- Design, test, and implement digital campaigns that mobilize our audience towards various calls to action, including fundraising, advocacy efforts, and civic engagement.
- Manage team of social media and digital staff.
- Manage, lead, and grow the UnidosUS Action Network—our digital advocacy and online low-donor program – that manifests in many forms like online petitions, advocating on issues on social media, simple one-off call-to-actions, small donations, etc.

- Oversee and increase our email and SMS (text messaging) lists, and grow traffic to our website, digital platforms, and social media following.
- Design and manage online media advertising campaigns.
- Work in partnership with the directors across the communications and marketing team to develop and co-lead 360-degree/fully integrated initiatives and campaigns.
- Develop partnerships with digital media stakeholders, influencers, and validators.
- Develop and manage digital editorial calendar across all digital platforms.
- Work with other departments (graphic design, editorial, media relations) to ensure campaigns are successful.
- Serve as the primary digital marketing contact for internal stakeholders, providing counsel and recommendations on plans and programs, and be able to work across different teams and functions.
- Manage all digital vendors.
- Database management including the creation of segmented groups (Salsa management).
- Partner with Resource Development to create new digital fundraising opportunities, including through a monthly giving program.
- Create reports for campaigns, acquisition, fundraising, website traffic, and SEM and SEO.
- Make recommendations and adjustments as needed.

QUALIFICATIONS:

- Bachelor's degree from an accredited college or university required.
- 8 to 10 years of demonstrated success in marketing and communications (or closely related field); at least 3 years' experience managing a team.
- Proven results in developing and implementing an innovative successful digital marketing and outreach plans that adds value, impact, visibility, and engages various and appropriate key audiences.
- Excellent communication skills, both oral and written.
- Demonstrated success managing, developing and coaching a high-performance marketing team.
- High degree of initiative and ability to work on multiple projects, under tight deadlines with minimal supervision.
- Strong interpersonal skills and ability to work collaboratively and as part of a team.
- Familiarity with the U.S. Hispanic community, Hispanic nonprofit organizations, and the Hispanic market and consumer a plus.
- Commitment to excellence and high standards.
- Ability to work independently and as a member of various teams and committees.
- Acute attention to detail.
- Bilingual (Spanish-English) skills a plus.

Please note: Only those applicants who submit a cover letter and writing sample along with a résumé will be considered for this opportunity. Please include "Director, Digital Marketing" in the subject line.

SEND COVER LETTER, WRITING SAMPLE, AND RÉSUMÉ

TO:

UnidosUS

Raul Yzaguirre Building

Attn: DVP, Communications and Marketing
1126 16th Street, NW, Suite 600
Washington, DC 20036-4845
hrmail@UnidosUS.org
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.