POSITION ANNOUNCEMENT

POSITION: Director of Media Relations
OPEN: Immediately

LOCATION: Washington, DC
CLOSED: Until filled

CONTACT: Deputy Vice President, Communications and Marketing

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, Instagram, and Twitter.

SUMMARY

UnidosUS is seeking a Director of Media Relations for its Washington, DC office. The Director will lead multi-channel and cross-institutional media relations efforts to drive visibility and establish a strong brand identity, while aligning with UnidosUS’s mission and vision. The Director will report directly to the Deputy Vice President of Communications and Marketing.

UnidosUS is looking for a passionate, strategic, creative, and energetic individual with a desire to help improve opportunities for Latinos. The Director will lead a comprehensive strategy for all media relations efforts for organizational campaigns to drive target audience awareness and engagement.

The Director will provide a focus lens to develop relevant storytelling strategies to reach our different audiences. The position will lead media outreach efforts as well provide media guidance and oversight and will work in close collaboration with other departments such as education, health, housing, and policy.

UnidosUS offers a collaborative, team-based environment that fosters a culture of ideas and debate. We approach our work from multiple perspectives and methods, understanding both the specific issues and their larger interrelated systems. We’re looking for a strong leader and counselor with strong media contacts and with the ability to think across platforms by contributing to an integrated communications and marketing team. The Director will also have
frequent contact with staff members at all levels of the organization and other key external stakeholders.

RESPONSIBILITIES

- Assist in developing and implementing the organization’s strategic goals through the development of strategic media relations plans across various UnidosUS components and departments.
- Identify, create and pitch new opportunities for greater media exposure for UnidosUS in priority issue areas—education, economic improvement, health, immigration, and civic engagement.
- Develop and execute strategic media and communications plans to further the work within assigned issue areas.
- Develop related media materials including, but not limited to, press advisories and releases, opinion editorials, letters to the editor, fact sheets, blog pieces, social media content, and more.
- Conduct media outreach and secure media placements related to upcoming UnidosUS events and press conferences.
- Develop end-of-program reports that recap activities, results and metrics, key learnings, and implications as outlined in original plans.
- Continue to develop and maintain working communication with journalists, reporters, bloggers, and other members of the media.
- Identify and propose ways to amplify earned media opportunities/placements across UnidosUS social media and other owned platforms.
- Convey complex information around issues affecting Latinos, adeptly dealing with difficult media situations.
- Support and work closely with fellow staff to increase interdepartmental collaboration that will help to increase the effectiveness of the component’s work to elevate UnidosUS’s media exposure.
- Provide strategic media relations advice and guidance to counterparts in assigned issue areas.
- Work with media to tell the UnidosUS story, highlighting its connection to the community and Affiliate Network, combat negative stereotypes and misperceptions about the Latino community, and focus on the positive work and accomplishments of Hispanics in the United States.
- Work with programmatic and policy staff within focus issue areas to help promote their work and get essential information out to the Latino community through media sources.
- Work with the Deputy Vice President of Communications and Marketing to help track and administer the work of the department including the production of quarterly reports, the updating of the daily calendar, and the Communications work plan.
- Conduct (in conjunction with other appropriate Communications staff), media training of UnidosUS spokespeople.
- Act as the single point of contact for key projects. Proactively maintain effective communications to ensure all relevant internal stakeholders, including executive leadership, are informed of key marketing objectives, activities, and results.
- Work with team to ensure all media requests are answered promptly and answers are on brand.
- Update key stakeholders on key initiative wins and opportunities, responds to
concerns and solicit feedback.

• Monitor and optimize communication plans based on key metric results, budget (includes monitoring key business trends,) identify opportunities and gaps feedback.

• Develop performance objectives and evaluate program effectiveness based on pre-determined performance objectives, and assume an ongoing reporting function with senior staff, Board of Directors, and appropriate governing bodies.

• Determines priorities, schedules, plans, and necessary resources to ensure completion of any projects on schedule.

• Sets organizational goals and expectations for direct reports and holds team accountable for their performance. Mentor, coach, and support team members to ensure constant development of their skills.

QUALIFICATIONS

• Bachelor’s degree in communications, journalism, English, or a related field, with eight to 10 years of relevant experience securing general market and Hispanic national media coverage across all mediums (broadcast, newspaper, magazines, online) required.

• Interest in, and general knowledge of UnidosUS/Latino community issues, programs, and constituencies required.

• Must have knowledge of best practices for concise and effective writing and editing.

• Must have experience using content management systems; such as Cision media database.

• Experience with working with media, both proactive and reactive outreach that results in new media relationships, contacts, and placements (general market and Hispanic market).

• Ability to distill major policy reports, program initiatives, and issue positions into usable information for consumption by our constituencies, media, community organizations, and other stakeholders.

• Knowledge of legislative process and how the news media/cycle works.

• Strong writing and editing skills, including strong knowledge with AP and Chicago style.

• Excellent communication skills, both oral and written, and the ability to provide responsive, personable, and informed support to UnidosUS writers.

• Ability to make effect presentations to internal and external stakeholders.

• Develop and maintain effective relationships with both internal and external stakeholders across the organization.

• Thinks creatively and practically to develop, execute, and implement media relations strategies that will deliver results.

• Comprehensive fact-checking habits.

• High degree of initiative and ability to manage multiple projects simultaneously, under tight deadlines and with minimal supervision.

• Ability to remain an active team member, even while working independently.

• Willingness and ability to travel occasionally.

• Commitment to excellence and high standards.

• Bilingual (English/Spanish) ability preferred.

• Fosters a positive climate to build effective teams that are committed to the goals and initiatives of the organization.

• Continuously improves team job structures and ensures clear leadership accountabilities are in place.
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, Media Relations” in the subject line.

SEND COVER LETTER, WRITING SAMPLE, AND RÉSUMÉ TO:
UnidosUS
Raul Yzaguirre Building
Attn: Kristel Mucino
1126 16th Street, NW
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.