



STRONGER COMMUNITIES. STRONGER AMERICA.

POSITION ANNOUNCEMENT

POSITION: Senior Manager, Social & Digital Strategy **OPEN:** Immediately

LOCATION: Washington, DC

CLOSE: Until filled

CONTACT: Director, Digital 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 community stronger. For more information on UnidosUS, visit www.unidosus.org or follow us on Facebook, Instagram, and Twitter.

SUMMARY

The Senior Manager, Social & Digital Strategy will be the strategic leader for the social media discipline, inclusive of paid, earned, owned and partnerships to drive online visibility and establish a strong brand identity aligned with UnidosUS's mission and vision. This role will be instrumental in developing the organization's social media ecosystem to put into practice guidelines on the best ways to leverage and evolve our social media channels depending on the content and audience, with the goal of having an integrated approach across all social media channels. They will focus on how the organization engages in conversation with different audiences: Affiliates, partners, allies, supporters, influencers, media, and the Latino community at large via social networks in English and Spanish.

RESPONSIBILITIES

- Lead the strategic vision/direction of UnidosUS social media activities and possess illustrated success in integrated marketing communications, leveraging other digital disciplines, both organic and paid, to amplify social media and digital branding overall. Complete portfolio includes @WeAreUnidosUS across all platforms, plus President and CEO's Twitter account.

- Develop and direct comprehensive social media strategy for the organization, design and launch of specific programs, campaigns, awareness for our digital events, unique content, and influence partnerships across all existing social channels.
- Set the annual social media strategy, which includes audience development, content and growth strategies, issue campaigns, breaking news/rapid response which may start at different times.
- Guide and lead strategic approach into new social media approaches for UnidosUS influencer program; 1:1 engagement strategy; Tik Tok strategy; thought-leadership social media strategy.
- Strategize and manage social media advertising and paid promotion.
- Lead collaboration across Communications and Marketing team for integrated communications approach to social media, and teams across UnidosUS to meet organizational, funder, and sponsor objectives on social media.
- Oversee the evolution, maintenance, and adherence of social media guidelines for the organization, including social media objectives, reporting and analysis in real-time.
- Assist and develop an online/social brand voice for UnidosUS.
- Track social media programs in real-time, analyze results against best practices and current trends to adjust strategy as needed to meet the goals.
- Devise core reporting suite/set for social media discipline; bring forward the right social metrics for each program, as appropriate such as sentiment, engagement paid.
- Proactively apply findings for continuous improvement and fine-tuning of social strategies.
- Develop end-of-year/end-of-program reports outlining recommendations and provide adjustments made to pivot and key learnings for future opportunities.
- Serve as lead UnidosUS liaison with contacts across platforms—Facebook, Twitter, Google, LinkedIn.
- Lead, mentor, and develop a small team.

QUALIFICATIONS

- Bachelor's degree in marketing, advertising, communications, or related area.
- Eight to 10 years of experience in social media management, marketing in a multi-channel organization, developing social media strategies, branding, messaging, and policies.
- Three years of supervisory experience required.
- Familiarity and commitment with the U.S. Latino community, Latino nonprofit organizations, and the Latino market a plus.
- Steadfast commitment to UnidosUS mission, vision, and values (Excellence, Respect, Accountability).
- Responsible for the growth of UnidosUS's social media community to increase program/brand awareness, drive traffic to owned social media channels, websites, and blogs.

- Proficient in social media metrics and the ability to derive meaningful insights through analysis and testing to develop growth models for social channel optimization.
- Strong understanding of consumer behavior, data analytics, and reporting techniques and tools.
- Demonstrated in-depth experience with social media platforms, current benchmark trends, and innovative social programs, specifically in influencer and engagement programs.
- Demonstrated ability to manage, delegate, and work across departments/areas of expertise.
- Familiarity and experience using listening and tracking tools like TalkWalker and Google Analytics, as well as advertising platforms including Google Ads, Facebook Ads Manager, Twitter Ads, LinkedIn.
- Experience managing marketing communications projects and campaigns independently.
- Able to work within fast paced, entrepreneurial, innovative environment.
- Strong ability to manage multiple deadlines and multi-task across campaigns/channels.
- Highly organized, efficient time management and attention to detail.
- Comprehensive visual and written communications skills, along with exceptional interpersonal skills.
- Bilingual (Spanish/English) skills required.

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 AND RÉSUMÉ TO:

UnidosUS

hmail@unidosus.org

Subject Line: Senior Manager, Social & Digital Strategy

Attn: Moses Frenck, Director, Digital Marketing

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.