



STRONGER COMMUNITIES. STRONGER AMERICA.

## POSITION ANNOUNCEMENT

**POSITION:** State Director, Policy & Advocacy (Sacramento)      **OPEN:** Immediately  
**LOCATION:** Sacramento, California      **CLOSE:** Until filled  
**CONTACT:** Eric Rodríguez, Senior Vice President,  
Policy and Advocacy      **SALARY:** Commensurate with  
experience

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### 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](http://www.unidosus.org) or follow us on Facebook, Instagram, and Twitter.

### SUMMARY

The Policy and Advocacy State Director is housed in UnidosUS's Policy and Advocacy department. UnidosUS's Policy and Advocacy department is one of the most influential and visible national advocacy think tanks championing public policy on behalf of Latinos. UnidosUS's policy and advocacy work in the states leverages policy and program expertise, communications and polling, Affiliate and voter engagement, and core elements of policymaking to achieve transformational social policy change nationally and at the state level.

UnidosUS is seeking a State Director in California who will lead, manage, and execute efforts to advance UnidosUS's state and state-federal policy agenda, including issue and electoral campaigns. In addition, the Director will work with and maintain strong relationships with allies, stakeholders, policymakers, UnidosUS Affiliate leaders, and others to influence state policy agendas and advance the organization's policy goals.

UnidosUS's national policy agenda includes education, health, economic empowerment, and immigration/civil rights policies and work to expand Latino civic participation. State policy efforts will focus on a mix of these areas.

This position will work collaboratively with various UnidosUS teams across the institution and with staff and Affiliate leaders in the state to build successful issue and voter engagement campaigns. The Director will set strategies in collaboration with issue area directors and leads and with the Legislative Affairs team.

The State Director will report to the Senior Vice President of Policy and Advocacy. This position is based in Sacramento, California.

### **RESPONSIBILITIES**

- Build high level relationships with state policymakers, represent UnidosUS in the state capitol, and serve as a spokesperson on policy priorities.
- Track state legislative and agency activity, policy, and media developments on key issues, to provide strategic advice in response to threats and opportunities to launch and scale campaigns.
- Develop policy and advocacy agenda, set policy priorities, develop strategy and tactical plans (including legislative, administrative, electoral, and other elements as appropriate) to advance policy goals, in collaboration with component's senior leadership.
- Carry out both state and national issue campaigns, working with multiple teams.
- Manage staff and consultants, and leveraging UnidosUS policy, program, and network assets to achieve policy outcomes.
- Advance Latino issue priorities through communications, presentations, and earned and paid media.
- Build, sustain, and expand partnerships with UnidosUS Affiliate Network, state coalitions, allies, and elected officials to advance policy priorities, and represent UnidosUS in those settings.
- Collaborate with issue and communications teams to develop issue analyses, position statements, talking points, and public information materials that energize Latino participation, elevate Latino issue priorities, and educate partners and policymakers.
- Organize policy/advocacy activities, including roundtables, town halls, and legislative visits, and provide technical assistance and issue support to develop spokespeople.
- Identify and cultivate in-state funding opportunities and manage ongoing communications with existing funders, including developing proposals, report submissions, and working to identify and pursue new funders.
- Manage staff, consultants, and vendors.

## QUALIFICATIONS

- Bachelor's degree required and master's degree a plus.
- At least 10 years of experience developing and executing high-impact issue advocacy campaigns, combining policy, legislative, field and communications strategies and tactics.
- Five (5) to eight (8) years of management experience required.
- Experience working in Sacramento and engaging with state policymakers a plus.
- Steadfast commitment to UnidosUS mission, vision, and values (Excellence, Respect, Accountability).
- Familiarity and commitment with the U.S. Latino community, Latino nonprofit organizations, and the Latino market a plus.
- Robust understanding of the Latino community, commitment to social justice and to UnidosUS mission.
- Substantive knowledge of and ability to effectively maneuver the legislative and policymaking process, and federal and state government structures (e.g. legislative/administrative process, budget, state agencies, etc.) to advance policy goals.
- Excellent writing skills and ability to synthesize information and present it in a variety of formats and styles (e.g., issue one-pagers, position letters, blog posts, op-eds, talking points).
- Excellent verbal communication skills and ability to represent UnidosUS effectively in various settings (e.g., trainings, presentations, press conferences, interviews, and legislative testimony).
- Experience engaging a wide range of stakeholders (coalition partners, legislators and their staff, media, foundations, business, and academics), working in coalitions, and building high-impact partnerships.
- Ability to manage multiple tasks simultaneously and thrive in a complex environment with multiple priorities and tight deadlines, working both independently and as part of a team.
- Ability to self-start and manage up, as well as communicate effectively across multiple teams and with multiple staff members in various locations around the country.
- Adapt information to the state level as appropriate and produce and present it in a variety of formats and styles (e.g., issue one-pagers, position letters, blog posts, op-eds, talking points).
- 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.
- Acute attention to detail.
- 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, résumé, and writing sample will be considered for this opportunity.

**SEND COVER LETTER, RÉSUMÉ, AND WRITING SAMPLE TO:**

**UnidosUS**

**[hrmail@unidosus.org](mailto:hrmail@unidosus.org)**

**Subject Line:** State Director, Policy & Advocacy (CA)

**Attn:** Eric Rodríguez, SVP, Policy & Advocacy

***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.*