



STRONGER COMMUNITIES. STRONGER AMERICA.

POSITION ANNOUNCEMENT

POSITION:	National Campaigns Manager, Civic Engagement	OPEN:	Immediately
LOCATION:	Washington, DC	CLOSING:	Until filled
CONTACT:	Darcy Eischens	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 at the national and local levels. For 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

Based in Washington, DC, the Civic Engagement National Campaigns Manager will help set strategic direction and manage multi-state activities of UnidosUS's Civic Engagement team. Housed in the Policy and Advocacy division, the Civic Engagement team works to strengthen Latino voting and advocacy engagement through citizenship, electoral, and federal/state issue campaigns. UnidosUS's state and federal campaigns leverage policy and program expertise within an issue area; communications and polling; and community participation in areas including immigration, economy, health, education, and criminal justice. Citizenship promotion and electoral work is carried out by the Civic Engagement team as well as in partnership with the UnidosUS Affiliate Network and other partners, and through a variety of platforms.

Working closely with various teams in campaign design and execution, the Manager will be responsible for supporting and tracking state policy efforts, identifying advocacy needs in the states; planning intervention strategies; developing and carrying out outreach, communications, and alliance-building strategies; reporting on progress; and carrying out other activities to advance UnidosUS' policy goals. They will work collaboratively with various UnidosUS teams to advance integrated campaigns that build alignment and leverage organizational assets, and with external partners, to maximize outcomes. Job responsibilities will require strong organizational and communication (oral and written) skills, as well as a strong ability to prioritize tasks and handle simultaneous requests. The Manager will report to the Deputy Vice President of Policy and Advocacy.

RESPONSIBILITIES

- Lead the design and execution of state advocacy campaigns working with UnidosUS leadership, the Civic Engagement team, and across issue/program teams.
- Identify intervention strategies, help define strategic priorities, and shape highly aligned field campaigns, leveraging institutional assets and cross-team collaboration.
- Manage and support the professional growth of Civic Engagement team members through strategy-setting, workplan development, and ongoing progress assessments to lead the team to higher performance.
- Collaborate with communications and issue teams to develop message frames, talking points, and materials that energize Latino participation and elevate Latino issue priorities.
- Support fundraising to ensure the growth and sustainability of campaign work, including developing concept papers, proposals, and reports, prospecting, and participating in relevant funder meetings.
- Develop and monitor program budgets, making needed adjustments based on funding availability and keeping operations within budget.
- Develop effective state tracking and reporting mechanisms to measure progress and document outcomes to be communicated to senior leadership, funders, and other stakeholders.
- Manage reporting to various audiences, including presentations and reports for the UnidosUS Board of Directors, leadership, and the Affiliate Network, as well as other partners.
- Build and sustain external partnerships and represent UnidosUS at coalition tables with organizations that share UnidosUS's advocacy, civic engagement, and electoral goals and objectives.

QUALIFICATIONS

- Bachelor's degree from an accredited college or university required. Advanced degree preferred.
- Five to seven years of experience in electoral engagement and human rights or social justice issue campaigns, with at least 2-3 years at the manager level.
- Demonstrated passion for and commitment to the expansion of Latino electoral and advocacy engagement.
- Demonstrated success developing and executing high-impact campaigns, including federal- and state-level issue/advocacy campaigns and electoral programs.
- Experience working in coalitions, leading/working with organizers and activists, and working in diverse communities to build high-impact external partnerships.
- Experience managing cross-functional programs or campaigns combining field, policy, legislative, and communications elements.
- Knowledge of the demographic, economic, and social characteristics of Latinos.
- Familiarity with voter files and similar tools, and their electoral and issue campaign application.
- Knowledge of or experience working on education reform policy issues preferred.
- Experience in managing teams to achieve social justice/human rights impact; experience working with members or volunteers strongly preferred
- Superior project management skills, including strategy-setting, staff supervision, budget development and monitoring, and reporting to various audiences.
- Demonstrated understanding of digital tools including email, SMS, social media, and data analytics to achieve campaign victories and bring in new members is strongly preferred
- High degree of initiative and ability to work independently and as part of a team to navigate tight deadlines, multiple tasks, and shifting priorities.
- Excellent written and verbal communication skills.

- Ability to travel up to 25% including evenings and weekends during peak campaign periods.
- Bilingual ability (English/Spanish) strongly preferred.

Please note: Only applicants who submit a cover letter, résumé, and writing sample will be considered for this opportunity. Please include “National Campaigns Manager” in the subject line.

SEND COVER LETTER, WRITING SAMPLE AND RÉSUMÉ TO:

UnidosUS
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Attn: Darcy Eischens
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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.