



STRONGER COMMUNITIES. STRONGER AMERICA.

## POSITION ANNOUNCEMENT

<b>POSITION:</b>	Civic Engagement Strategist	<b>OPEN:</b>	Immediately
<b>LOCATION:</b>	Washington, DC	<b>CLOSING:</b>	Until filled
<b>CONTACT:</b>	Darcy Eischens	<b>SALARY:</b>	Commensurate with experience

## BACKGROUND

UnidosUS—formerly NCLR—is the largest national Hispanic civil rights and advocacy organization in the United States working to build a stronger America by creating opportunities for Latinos. Through its network of nearly 300 affiliated community-based organizations (CBOs), UnidosUS reaches millions of Hispanics each year in 37 states, Puerto Rico, and the District of Columbia. To achieve its mission, UnidosUS expands opportunities for Latinos through capacity-building assistance to a national network of multiservice Affiliate organizations rooted in Latino communities; robust and tested program models; applied research, policy analysis, and advocacy; and civic engagement efforts. In addition, NCLR strengthens these efforts with communications and collaboration with a range of external partners.

Founded in 1968, UnidosUS is a private, nonprofit, nonpartisan, tax-exempt organization headquartered in Washington, DC, serving all Hispanic subgroups in all regions of the country. It has state and regional offices in Chicago, Los Angeles, Miami, New York, Phoenix, and San Antonio.

## SUMMARY

UnidosUS is seeking a Strategist for its Civic Engagement Project, which works to expand the power and influence of the Latino community to shape public policy debates. This team is housed within UnidosUS's Office of Research, Advocacy, and Legislation (ORAL), one of the most influential and visible national advocacy think tanks championing public policy on behalf of Latinos. The Civic Engagement Project leverages policy and program expertise, communications and polling, and community participation to link eligible immigrants to citizenship, citizens to registration and voting, and the UnidosUS Affiliate Network and the Latino community to issue campaigns to achieve transformational policy change.

The Civic Engagement Strategist will help drive efforts to advance UnidosUS's issue, electoral, and narrative change campaigns. They will work with UnidosUS's Affiliate Network and partner organizations to support and increase engagement on various issues, expand the Latino electorate, and counter fear-based narratives. This position will work collaboratively with various UnidosUS teams and external allies to advance integrated campaigns, maximize outcomes, and strengthen an infrastructure conducive to greater Latino participation. The Civic Engagement Strategist will report to the ORAL Deputy Vice President, set strategies in collaboration with civic engagement and issue teams, and work in partnership with the other UnidosUS components as appropriate.

## **RESPONSIBILITIES**

- Develop and implement strategies to advance UnidosUS's public policy agenda, building the participation of Latino community-based organizations in issue, advocacy, and electoral campaigns, maximizing alignment between state and federal efforts, and assisting with creative communications strategies to counter fear-based narratives.
- Lead and carry out strategic and highly aligned field campaigns, working with multiple teams, and leveraging UnidosUS policy, program, and Network assets to maximize outcomes.
- Sustain and expand cross-sectoral partnerships to advance policy priorities, electoral participation, and narrative change.
- Track media, legislative, and policy developments on key issues to anticipate and identify threats and opportunities to launch and scale campaigns.
- Develop communication strategies and materials that energize Latino participation, advance UnidosUS campaign objectives, and build broader public engagement.
- Enhance the advocacy capacity of the UnidosUS Affiliate Network and allied groups by organizing policy and advocacy activities, including roundtables, town halls, and legislative visits, and by providing technical assistance and issue support to develop spokespeople.
- Develop and disseminate updates and materials on UnidosUS campaigns, including talking points, bill analyses, target lists, and similar tools.
- Implement effective tracking and reporting mechanisms to measure progress and document outcomes, both of campaign teams and community partners, and communicate progress to senior leadership, funders, and other stakeholders.

## **QUALIFICATIONS**

- Bachelor's with 3-5 years of experience or advanced degree a plus.
- Three to five years of experience developing and executing high-impact issue advocacy and/or electoral campaigns, combining field and engagement with community-based organizations, policy, legislative, and communications strategies and tactics.
- Understanding of public policy, and federal and state government structures (e.g. legislative, budget, and electoral cycles; and divisions of power).

- Robust understanding of the Latino community, and commitment to social justice and to UnidosUS's mission.
- Excellent writing skills and ability to synthesize information and present it in a variety of formats and styles (e.g., issue one-pagers, blog posts, op-eds, talking points, social media).
- Excellent verbal communication skills and ability to represent UnidosUS effectively in various settings (e.g., trainings, presentations, press conferences, and interviews).
- Ability to engage a wide range of stakeholders (coalition partners, legislative staff, media, foundations, business, and academics), work in coalitions, and build 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 across multiple teams and multiple staff members in various locations around the country.
- Ability to work extended hours and travel, particularly during peak campaign periods.
- Bilingual ability (English/Spanish) strongly preferred.

**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 "Civic Engagement Strategist" in the subject line.

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

UnidosUS  
Raul Yzaguirre Building  
Attn: Darcy Eischens  
1126 16th Street, NW, Suite 600  
Washington, DC 20036-4845  
[oral-admin@UnidosUS.org](mailto:oral-admin@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.*