



STRONGER COMMUNITIES. STRONGER AMERICA.

POSITION ANNOUNCEMENT

POSITION: Director of Event Programming

OPEN: Immediately

LOCATION: Washington, D.C.

CLOSE: Until filled

CONTACT: Zandra Baermann

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 almost 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 and Twitter.

SUMMARY

UnidosUS is seeking a highly motivated event professional to assume a leadership role in event content strategy with a solid understanding of content development that aligns to brand messaging and program offerings. The candidate will be an individual with a rich event planning background, and have progressive and successful programming experience. Under the supervision of the Senior Vice President for Communications and Marketing the Director of Event Programming will be responsible for the content programming of highly influential signature events to ensure UnidosUS's vision is carried through experiences that have a lasting impact. The candidate will be knowledgeable in public affairs and current events and have an understanding of how these affect the Latino community. This position will lead the key component of UnidosUS's event strategy.

The right candidate will drive the discussion and decisions around content and event experiences that strategically align to the organization's goals and drive thought leadership with key stakeholders and Affiliates.

RESPONSIBILITIES

- Lead content and theme management for UnidosUS's high impact events, including the Annual Conference, Capital Awards and Community Leaders Action Summit.
- Identify content needs and manage content development process from conception to execution, including project management, production timelines, scheduling and coordination among subject and track matter leads.
- Establish clear criteria for speakers, content of sessions/workshops, formats, etc., ensuring alignment and consistency.
- Engage key stakeholders at the start of the content planning process to identify goals mapped to overall event themes.
- Ensure that UnidosUS's brand and messaging is consistent and effective.
- Manage event editorial calendar based on strategic goals, key issues, organizational priorities, and educational programs.
- Lead and manage session and speaker recommendations, review and selection process, speaker communication, master and keynote speaker brainstorming and onsite execution.
- Direct content program plan including number of sessions, optimal sizes, durations, formats, and brainstorm new methods/strategies to deliver engaging sessions.
- Stay abreast on organizational priorities and new programs to identify how to try to incorporate these into the annual events.
- Lead speaker outreach and contract negotiations/specifications based on overall needs and budget.
- Partner with production/logistics and marketing colleagues to ensure alignment between the logistical details required to produce, successful, high quality, engaging, marketable special events and provide interactive experiences that are flawlessly executed.
- Manage speaker needs such as speaker invitations, speaker customer service, speaker changes, proofing presentations, etc.
- Lead speaker introductions and working sessions as needed to ensure all speakers are aware of the session format and overall needs.
- Develop scripts, Q&As, and key message documents for speakers to prepare for their sessions.
- Work closely with other members of the policy team and coworkers with extensive expertise in different topics to source, brainstorm and create original multi-format event content that informs, connects with, and ultimately motivates and engages our audience to stay informed, get involved and take action.
- Partner and work in conjunction with lead of production and logistics to ensure alignment between content of events and the overall experience.

- Coordinate with marketing and communications teams to develop plans to further promote event content and drive registration and session attendance.
- Serve as main liaison for speaker presentations, videos, and assist in the management of such assets to ensure all assets are handed to A/V with ample time for event run through.
- Coordinate with the Corporate Relations team to ensure all sponsor presentations and videos are handed to A/V with ample time for event run through.
- Develop appropriate external collateral needed such as calendars, brochures, session summaries, speaker bios, etc.
- Support the production of high impact event proceedings by ensuring the appropriate content is selected for recording and/or livestreaming.
- Coordinate and direct event walk through and session rehearsals prior to high impact events and troubleshoot as needed.
- Measure results (evaluations, attendance, feedback) on all content and communicate findings back to key stakeholders. Modify processes to adopt best practices and incorporate feedback as appropriate.
- Manage program staff, vendors, volunteers, temporary staff and interns for onsite execution of the conference.
- Perform additional duties as assigned.

QUALIFICATIONS

- Bachelor's degree preferably in English, Journalism, Communication, Experiential/Event Marketing, or Marketing with at least 5-7 years in content creation, curation and syndication strategy either on the event or content side.
- Strategic project management experience and organizational skills including the ability to set and drive requirements across multiple functional areas.
- Skills in building and establishing relationships with cross-functional teams and ability to facilitate project activities with each audience.
- Familiarity with the U.S. Hispanic community and the issues that impact the community.
- Strong strategic, tactical and linguistic skills.
- Ability to thrive in a fast-paced, dynamic work environment.
- Strong interpersonal skills and the ability to work individually, as part of a team and with various teams.
- Shows initiative and is able to work under tight deadlines with minimal supervision.
- Organized, self-directed, self-motivated, detail and deadline oriented.
- Excellent communication skills, both oral and written.
- Verbal and written Spanish communication skills a plus.
- Dynamic, enthusiastic individual who is passionate and can further develop the goals and mission of UnidosUS.
- Ability to travel for meetings and conferences.
- Proficiency using PPT and content management systems.

SEND COVER LETTER AND RÉSUMÉ TO:

UnidosUS

1126 16th St., NW, Suite 600

Washington, DC 20036

or

hrmail@unidosus.org

Subject Line: Director, Event Programming

Attn: Senior VP, Marketing & Communications

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.