



STRONGER COMMUNITIES. STRONGER AMERICA.

POSITION ANNOUNCEMENT

POSITION: Director of Communications

OPEN: Immediately

LOCATION: Washington, DC

CLOSED: Until filled

CONTACT: Enrique Chaurand, Deputy Vice President, Communications and 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 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 Director of Communications for its Washington, DC office. The Director will lead cross-institutional communications efforts that achieve UnidosUS's core communications goals. The Director will report directly to the Deputy Vice President of Communications and Marketing.

UnidosUS is looking for a passionate, energetic individual with a desire to help improve opportunities for Latinos. The Director will lead the development and execution of the organization's media strategies and develop effective messaging to position UnidosUS as a lead advocate for the advancement of Latinos in the United States with General Market and Hispanic media.

The Director will manage day-to-day media relations efforts, supervise staff and consultants as necessary, develop and execute strategic communications plans, and provide council and guidance on communications to senior leadership as well as UnidosUS's public policy and program teams. The Director will also work to further expand and elevate UnidosUS's communications work by building strong media and influencer relationships, being on the

lookout for new opportunities that can lead to coverage, and transform milestone and other announcements into compelling media stories.

UnidosUS offers a collaborative, team-based environment that fosters a culture of ideas and debate. We approach our work from multiple perspectives and methods, understanding both the specific issues and their larger interrelated systems. We're looking for a strong leader and counselor with the ability to think across platforms by contributing to an integrated team. The Director will also have frequent contact with staff members at all levels of the organization, the UnidosUS's Board of Directors, and other key external stakeholders.

RESPONSIBILITIES

- Lead and manage day-to-day strategies, programs and plans for UnidosUS media relations efforts; support and help lead real-time communications; assist teams to develop goals and support efforts to advance media goals.
- Collaborate with UnidosUS's public policy and programs teams to develop and oversee the execution of effective communications plans with benchmarks and tangible goals.
- Translate brand and key messages into packaged media concepts that deliver media coverage.
- Develop key messages and media materials such as press releases, media advisories, and fact sheets as needed.
- Provide strategic communications counsel and guidance to senior leadership, Affiliate leaders, and other appropriate stakeholders.
- Provide media support, leveraging social media to identify appropriate targets and conversation trends, pitch and secure coverage with traditional media and influencers.
- Convey complex information around issues affecting Latinos, adeptly dealing with difficult media situations.
- Develop evaluation tools and metrics for communications work and report results and assume an ongoing reporting function with senior staff, Board of Directors, and appropriate governing bodies.
- Oversee the execution of multiple strategies simultaneously.
- Supervise junior staff members and ensure team members success by managing work quality and productivity levels.
- Mentor, coach, and support team members to ensure constant development of their skills.
- Monitor media and news trends to adapt and adjust media strategies as necessary.
- Provide and facilitate needed media training for staff and potential Affiliate leaders.

QUALIFICATIONS

- Bachelor's degree with 8-10 years of experience in media relations, communications, or related area, as it relates public affairs.
- Experience securing GM and Hispanic national media coverage across all mediums (broadcast, newspaper, magazines, online).
- Advanced knowledge of top-tier GM and Hispanic national media, and well-developed-skills in building and maintaining media relations; strong media contacts

- and proven results with key placements. Strong broadcast relationships a plus.
- Excellent oral communication skills required; ability to make effective presentations and to serve as an UnidosUS spokesperson as needed—in English and Spanish.
 - Ability to engage with and counsel senior leadership, stakeholders, and decision-makers, and deliver connective insights to assist in driving alignment and execution across initiatives.
 - Knowledge of legislative process and how the news media works in Washington, DC is preferred.
 - Ability to distill major policy reports, program initiatives, and issue positions into usable information for consumption by media, community organizations, and other stakeholders.
 - Interest in and general knowledge of UnidosUS’s issues, programs, and constituencies.
 - Experience managing teams to execute communications plans effectively, within a hierarchical organizational structure.
 - Superior writing skills, expert in Associated Press style, with the ability to develop and edit high-quality materials including communications plans, press materials, fact sheets, bylined articles, analysis summaries, executive correspondence and presentations.
 - Willingness and ability to travel.
 - Bilingual ability (English/Spanish) required.
 - High degree of initiative and ability to work on multiple projects, under tight deadlines with minimal supervision.
 - Strong interpersonal skills and ability to work collaboratively and as part of a team.

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 “Director, Communications” in the subject line.

SEND COVER LETTER, WRITING SAMPLE, AND RÉSUMÉ TO:

UnidosUS
Raul Yzaguirre Building
Attn: Enrique Chaurand
1126 16th Street, NW
Washington, DC 20036-4845
hrmail@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.