



STRONGER COMMUNITIES. STRONGER AMERICA.

POSITION ANNOUNCEMENT

POSITION: Marketing and Events Manager

OPEN: Immediately

LOCATION: Washington, DC

CLOSED: Until filled

CONTACT: Maritza Santibáñez, Director,
Event Strategy and Programming

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 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

UnidosUS is seeking a Marketing and Events Manager for its Washington, DC office. This is a multifaceted position responsible for bridging event programming and marketing to ensure the promotion and execution of successful and engaging high level events that make a lasting impact. The Manager will support the event programming development while overseeing the project management to ensure successful event execution is on time and on budget. The Manager will also work closely with the Communications and Marketing team to develop strategies and create collateral materials to market events, speakers, specific sessions, and workshops aimed at driving attendee participation and engagement.

Under the supervision of the Director of Event Strategy and Programming, the Marketing and Events Manager will also support the overall event production management. They will develop event production timelines, conduct research, and manage speakers and vendors. The person in this position will work closely with other members of the policy team and other colleagues with extensive expertise on different topics to help create and manage original multi-format event content that informs, connects with, and ultimately motivates and engages our audience to stay informed, get involved, and take action. The ideal candidate will pro-actively fundraise and successfully develop both major gifts and annual giving initiatives by collaborating with multiple constituencies, including nonprofit boards and high-level donors.

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 an independent,

proactive and solution-oriented team member with the ability to think ahead, foresee, and solve potential challenges and offer great customer service.

RESPONSIBILITIES

- Support the development of high-level event strategy, programming, inclusive of the development of strategic goals and measurement programs.
- Manage all aspects of event content deliverables, project plans, schedules, and reporting while ensuring priorities are addressed appropriately.
- Manage speakers and moderators inclusive of speaker invitations, contracts, customer service, schedule changes, travel needs, proofing presentations, etc.
- Ensure that UnidosUS's brand and messaging is consistent and effective.
- Research, hire, and manage appropriate vendors and additional staff while staying on budget.
- Work in collaboration with the Marketing team to successfully promote and market all content information appropriately through all marketing channels as well as market and promote high-level events, speakers, and specific sessions and workshops.
- Create and execute various reports to share key findings from the content development through post-event cycles.
- Develop strong relationships with cross-functional teams to ensure flawless execution of all events.
- Help communicate and manage the expectation of criteria for speakers, sessions, event formats (panel discussions, keynotes, chats, town halls, workshops, etc.).
- Plan and lead Conference host committee and volunteer meetings and outline respective roles and responsibilities.
- Oversee events to ensure they are successfully executed and provide support as necessary.
- Analyze event's success, identifying areas for improvement, apply key learnings to modify processes, have knowledge of and adopt best practices and incorporate feedback as appropriate.
- Manage program staff, vendors, volunteers, temps, and interns for onsite execution of the UnidosUS Annual Conference.
- Budget stewardship.
- Perform additional duties as assigned.

QUALIFICATIONS

- Bachelor's degree from an accredited college or university required.
- 3-5 years of experience in marketing, content development, event programming focus or similar field required.
- 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.
- Ability to work on multiple projects at once, set priorities, work proactively and independently, problem solve, improvise, manage priorities, and function as part of a team that must meet tight deadlines.
- Strategic thinker who can take initiative and think creatively in order to add value and

- enhance the content, promotion, and marketing of events.
- Ability to collaborate and develop positive relationships with all cross-functional peers and stakeholders.
- Diplomacy, integrity, and presence that enables you to work effectively at all levels within a large organization.
- Enthusiastic team player with exceptional communications, writing, project management, and interpersonal skills.
- Motivated self-starter with exceptional organizational skills and proven success at meeting deadlines.
- Verbal and written Spanish communication skills a plus.
- Dynamic, enthusiastic individual who is passionate and can further advance the goals and mission of UnidosUS.

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 “Marketing and Events Manager” in the subject line.

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

UnidosUS
Raul Yzaguirre Building
Attn: Maritza Santibáñez
1126 16th Street, NW, Suite 600
Washington, DC 20036-4845
Email: hmail@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.