



STRONGER COMMUNITIES. STRONGER AMERICA.

POSITION ANNOUNCEMENT

POSITION: Director, Policy Communications

OPEN: Immediately

LOCATION: Washington, DC

CLOSE: Until filled

CONTACT: Yvette A. Núñez, Deputy Vice President,
Marketing and Communications

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 more than 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, Instagram, and Twitter.

SUMMARY

The Director of Policy Communications is a leadership communications expert who will serve as the primary lead for informing and shaping UnidosUS policy positions for external audiences, including through press releases, issue briefs, publications, and digital content. The ideal candidate will have extensive experience in media relations related to federal and state legislative policy, including expertise in or familiarity with one or more of the following: immigration, education, health, economic empowerment, civic engagement, and/or civil rights. The Director of Policy Communications will work within a fully integrated Communications and Marketing component and will liaise with the Policy and Advocacy component on a regular basis. This position requires existing relationships with national media and on Capitol Hill. The Director of Policy Communications will report directly to the Deputy Vice President of Marketing and Communications and is based in Washington, DC.

RESPONSIBILITIES

- Use political expertise to analyze current media landscape and maximize earned media opportunities meant to influence public opinion in alignment with our national and state policy positions.
- Develop short- and long-term strategic communication plans to advance key policy campaign priorities that maximize and build upon our digital and traditional media operations.
- Serve as a bridge between the multiple campaigns for enhanced coordination, collaboration, and leveraging of communication resources.
- Establish and maintain procedures and processes to ensure that activities are carried out consistently, efficiently, and in accordance with brand standards.
- Strategically work within the MarComm team to develop and/or deploy MarComm assets to support short and long-term policy and advocacy goals.
- Support the production of communication outputs that are consistent with UnidosUS policy posture, voice, tone and style, including drafting, editing, and disseminating:
 - Speeches and presentations
 - Briefing memos
 - Messaging guides and talking points
 - Op-eds
 - Press releases
 - Web and social media copy, other digital media
 - Blogs, articles, and other publications
- Collaborate across the MarComm team to ensure alignment across activities and campaigns.
- Identify and mobilize resources needed to ensure successful and timely execution of plans, including leveraging resources, consultants, and staff across campaigns.
- Establish and maintain processes to ensure that activities are carried out consistently, efficiently, and in accordance with brand standards.
- Advise and prep senior leaders on public engagement, speaking, and media opportunities.

QUALIFICATIONS

- Bachelor's degree in political science, communications, public affairs, marketing, or related field, or equivalent work experience required.
- Twelve (12) to sixteen (16) years expertise knowledge of federal legislative policy and advocacy specific to UnidosUS issue areas.
- Seven (7) years of extensive relationships with and experience pitching national media outlets.
- Political and/or advocacy campaign experience required.
- Experience working for an elected official and/or in a political environment is preferred.
- Steadfast commitment to UnidosUS mission, vision, and values (Excellence, Respect, Accountability).

- Familiarity and commitment with the U.S. Latino community, Latino nonprofit organizations, and the Latino market a plus.
- Excellent communication skills, both oral and written.
- Commitment to excellence and high standards.
- Ability to work independently and as a member of various teams and committees.
- Acute attention to detail.
- Bilingual (Spanish/English) skills a plus.

Employment with UnidosUS is contingent upon successful completion of a background screen.

Please note: Only those applicants who submit a cover letter and résumé will be considered for this opportunity.

SEND COVER LETTER AND RÉSUMÉ TO:

UnidosUS

hrmail@unidosus.org

Subject Line: Director, Policy Communications

Attn: Yvette A. Núñez, DVP, MarComm

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.