



STRONGER COMMUNITIES. STRONGER AMERICA.

POSITION ANNOUNCEMENT

POSITION: Deputy Vice President, Communications

OPEN: Immediately

LOCATION: Washington, DC

CLOSE: Until filled

CONTACT: Zandra Baermann, Senior 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 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

UnidosUS seeks a Deputy Vice President of Communications (DVP) to join the Communications and Marketing team working out of their headquarters in Washington, DC. The DVP will develop and implement the strategy, messaging, and execution of integrated communications and comprehensive media relations in support of the outreach, engagement, and advocacy priorities of UnidosUS. Reporting to the Senior Vice President of Marketing and Communications (SVP), the DVP will serve as a key leader in a collaborative team working across departments to support the organization's mission, priorities, and initiatives through strategic communications and messaging to key stakeholders.

The ideal candidate is a highly sophisticated and seasoned communications leader who thrives in a collaborative, entrepreneurial, and inclusive culture. Further, they will also bring strong experience crafting and executing integrated marketing communications strategies, with demonstrated skill in "translating" complex policy issues to broader target audiences and stakeholders.

RESPONSIBILITIES

Communications and Media Relations

- In partnership with the SVP, develop and implement an integrated strategic communications plan aligned with the organization's strategic priorities, its programmatic work and positions on policy issues. The plan will include outreach goals, objectives, strategies and tactics for reputation and brand management and UnidosUs with the media, board, donors, the public, partners and allies.
- Raise awareness of the UnidosUS as an information resource, public policy advocacy, and historically relevant American institution for Latino civil rights.
- Co-lead and manage integrated communications strategy development, planning and execution, guiding a cross-functional team – media relations, digital, social media, editorial content, design, and events.
- Lead and/or oversee the creation of strategic materials -- press releases, talking points, briefing memos, policy/programmatic campaigns, social media copy, web copy, call-to-actions, photographs, video scripts, analysis and reports, etc.
- Ensure consistency in branding, formatting, “look and feel” of all communications; and ensure that the UnidosUS is a driver of consistency and excellence across all communications.
- Increase UnidosUS's relevancy and impact by tailoring and distilling complex concepts into coherent and easy-to-digest communications materials, serving as a “translator” of policy issues for our broader target audiences and stakeholders.
- Represent UnidosUS at high-level external events and with key stakeholders, including but not limited to members of Congress, policymakers, corporate partners, coalition partners, and media contacts.
- Write and edit high-quality content for internal and external audiences, including speeches, annual reports, and other documents.
- Develop metrics to assess the effectiveness and impact of communications initiatives and tools.
- Serve as a media spokesperson, communicate broader key messages to the press, and prepare UnidosUS spokespeople and executives for interviews and speaking opportunities.

Team Leadership and Development

- In partnership with the SVP, provide mentorship and strategic direction to the MarComm team and oversee the execution of all communications activities, ensuring accountability and measurable outcomes.
- Lead and develop a team of three direct reports, and work closely across other MarComm teams, including marketing, digital/social media, editorial content, design, and events, fostering a culture of action, learning, and innovation.
- Collaborate and partner with teams across the organization, including policy, programs, resource development, and the Office of the President, to support the achievement of UnidosUS's overall mission.

- Serve and participate on UnidosUS leadership team helping guide organizational strategy.
- Manage budget, demonstrate discipline and responsibility in component's and organizational fiscal management; be proactive and identifying revenue and expense opportunities and risks.
- Serve as point of contact for all consultants, such as PR agencies, news agencies, or event organizers to ensure project goals, timelines, and budget parameters are met.

QUALIFICATIONS

- Bachelor's degree in communications or a related field required; Master's degree a plus.
- 15+ years of relevant communications experience, with demonstrated success leading an integrated marketing communications (IMC) strategy across internal and external audiences.
- Demonstrate experience leading and managing multi-faceted, complex projects with multiple constituents and external and internal partners (other staff, consultants, contractors, regions, Affiliate partners, coalitions and partner organizations).
- Self-starter, ability to work and deliver results with a very high degree of autonomy and responsibility and with minimum direction and resources.
- Demonstrated ability to work collaboratively and counsel CEO and other members of a senior team to achieve results.
- Credible, engaging and inspires confidence; professional confidence and maturity; highly developed interpersonal capabilities; clear, concise, persuasive written and verbal communications skills.
- Strong experience working with the national and local general market and Hispanic media: print, broadcast, digital, and social.
- Experience in communications, public relations, and/or a public affairs firm is highly desired.
- Knowledge of the national political landscape, with a clear understanding of policy implications on the Latino community strongly preferred.
- Demonstrated success developing proactive, creative marcomm campaigns and events.
- Ability to distill complex policy issues into effective communications materials for diverse target audiences.
- Highly organized, detail-oriented, and able to manage a variety of projects in a fast-paced environment while maintaining focus on high-level organizational goals.
- A savvy, creative, smart, and innovative leader with keen public relations intuition, exceptional judgment, and excellent writing and presentation skills.
- Familiarity with the U.S. Hispanic community, Hispanic nonprofit organizations, and the Hispanic market and consumer a plus.
- Bilingual (English and Spanish) preferred.
- Ability to work nights and/or weekends as required by the role. Open to occasional travel.

Please note: Only those applicants who submit a cover letter and résumé will be considered for this opportunity. Please include “DVP, Communications” in the subject line.

SEND COVER LETTER AND RÉSUMÉ TO:

UnidosUS

Raul Yzaguirre Building

Attn: Zandra Baermann

1126 16th Street NW, Suite 600

Washington, DC 20036-4845

hrmail@unidosus.org

Subject Line: Deputy Vice President, 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.