



STRONGER COMMUNITIES. STRONGER AMERICA.

## POSITION ANNOUNCEMENT

**POSITION:** Senior Manager, Health Communications

**OPEN:** Immediately

**LOCATION:** Washington, DC.

**CLOSE:** Until filled

**CONTACT:** Senior Director, Content Development

**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](http://www.unidosus.org) or follow us on Facebook, Instagram, and Twitter.

### SUMMARY

The Senior Manager, Health Communications serves as the lead relationship manager for the Marketing and Communications component on all health communications requests. This role's principal responsibility will be to engage the UnidosUS health experts to ideate, plan and execute public health marketing and communications outreach. This includes everything from helping draft rapid response social media content to implementing and project-managing multi-month campaigns.

### ESSENTIAL FUNCTIONS

- Oversees the organization's public health communications and marketing strategies.
- Partners with internal health experts to establish public awareness communications strategies related to but not limited to the impact of COVID 19 on Latino communities.
- Serve as a lead relationship manager for Marcomm on all health communications requests.
- Responsible for project management and execution across various projects and funder deliverables.

- Demonstrates tactical proficiency in media relations, including creating and driving both traditional and social media outreach plans.
- Researches and writes content for UnidosUS health-related webpages, social media, and other communications assets such as infographics, blogs, press releases, talking points, and/or e-newsletters.
- Responsible for understanding and managing the staffing and resourcing necessary for each project, including overseeing other members of the Marcomm and health teams.
- Creates and maintains a health-related posting and content schedule for social media, in partnership with social media team.
- Builds relationships with external partners and influencers.
- Leads plan development and subsequent tracking and reporting of metrics in the form of reports.
- Excellent communication skills, both oral and written.
- Familiarity with the U.S. Hispanic community, Hispanic nonprofit organizations, and the Hispanic market and consumer a plus.
- Commitment to excellent and high standards.
- Ability to work independently and as a member of various teams and committees.
- Acute attention to details.
- Bilingual (Spanish-English) skills a plus.

## **REQUIREMENTS**

- A Bachelor's degree in public health, communications, public affairs marketing, public relations, journalism, or related field is preferred.
- Minimum of 8 to 10 years of experience providing communications, social media, media outreach, and/or partnership engagement support for public health/healthcare and/or communications programs and campaigns.
- 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.
- The ideal candidate will have experience or a strong interest in health care communications and/or related health issues.
- Experience working with coalitions and public-private partnerships is preferred.
- Demonstrate experience in communicating complex health topics to different audiences.
- Possess a solid understanding of the current healthcare landscape and the relevant issues impacting the Latino community.
- Demonstrate effectiveness in a project management role, including ability to set direction, effectively troubleshoot when things go off track, and establish and document processes.
- Demonstrate ability to manage up, delegate, and work across departments/areas of expertise.

- Experience in successfully targeting Latino or diverse populations, including children, young adults, and minority groups, or working with the public health and/or education clients is highly preferred.
- Demonstrate experience in planning, implementing, and evaluating health communication campaigns, initiatives, and products.
- Experience developing partnership engagement and outreach strategies (such as engaging stakeholders in local communities) in support of a campaign’s health communication objectives.
- Research and write content for UnidosUS health-related webpages, social media, and other communications assets such as infographics, blogs, press releases, talking points, and/or e-newsletters.
- Demonstrate tactical proficiency in media relations, to include creating and driving both traditional and social media outreach plans.
- Excellent oral and written communication and organizational skills are essential.
- Experience managing social media platforms and/or web platforms (WordPress, Drupal) preferred.
- Experience using Cision preferred.
- Experience leveraging project management software such as Basecamp.
- At a minimum, intermediate level expertise in MS 365 Suite (Excel, Word, One Note, Teams SharePoint)
- Experience with Microsoft Office apps such as Teams and One Note preferred
- Acute attention to details.
- Bilingual in English and Spanish strongly preferred.

**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. Please include “Senior Manager, Health Communications” in the subject line.

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

**UnidosUS**

[hrmail@unidosus.org](mailto:hrmail@unidosus.org)

**Subject Line:** Senior Manager, Health Communications

**Attn:** David Castro, Senior Director, Content Development

***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.*