



## POSITION ANNOUNCEMENT

**POSITION:** Senior Vice President, Economic Initiatives

**OPEN:** Immediately

**LOCATION:** Washington, DC

**CLOSE:** Until filled

**CONTACT:** Sonia M. Pérez, Chief Operating Officer

**SALARY:** Commensurate with experience

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### 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

In 2020, UnidosUS received a historic unrestricted gift and subsequently engaged with The Bridgespan Group to guide the development of a "directional plan" to outline recommendations on the highest and best use of these funds. Throughout this process, we were guided by the significant responsibility we feel to ensure that we invest and leverage these funds in ways that will be transformational and have the greatest impact on shaping the future of the Latino community. With the meaningful input of the Board, Affiliate Council, staff and external stakeholders, and the expert guidance of our Bridgespan partners, we developed a portfolio of investments across three areas: driving impact; strengthening our foundational capabilities; and bolstering financial resilience.

Among these are two "big bets," that will return high impact for our community. Both initiatives rely on a deep partnership between UnidosUS and its Affiliate Network in their design and execution:

- Transform the economic trajectory for Latinos: Build the wealth of Latinos by reshaping the homeownership landscape, scaling proven UnidosUS housing and financial

empowerment programs, narrowing the homeownership gap, and building out an economic policy team to drive broader impact.

- Recast the Latino narrative: Achieve full recognition of the Latino community's integral role in this country by ending systemic racism and building public awareness of discrimination Latinos face via a robust narrative change strategy in close collaboration with partners.

In this newly created role, the Senior Vice President (SVP), Economic Initiatives will work across the organization and engage with internal and external partners, to lead the Economic Trajectory Big Bet. Specifically, UnidosUS seeks to add at least four million new Latino homeowners by 2030, to increase the current Latino homeownership rate from 48% to 60%.

The SVP Economic Initiatives will drive and integrate a significant institutional initiative that leverages all of UnidosUS's assets, from programs to policy to Affiliate partnerships and communications, and contribute to the organizational strategic planning process.

This position will also be responsible for communicating about this work and its impact to a wide range of audiences, including the board, governmental leaders, the media, funders, and other key partners. In addition, it will also serve as a thought partner to other members of executive leadership on economic as well as broader organizational issues.

This position will report to the Chief Operating Officer, and work in close collaboration with the Vice President, Housing and Financial Empowerment and Senior Vice President, Policy and Advocacy. The SVP, Economic Initiatives will be based in Washington, DC.

## **RESPONSIBILITIES**

UnidosUS has committed \$9 million over the next three years to establish this initiative. In Year 1, responsibilities include successfully managing the initial investment of \$2.5 million to develop a business plan that articulates how the expertise and contributions of specific areas of UnidosUS will be aligned to achieve specific goals and metrics. The SVP will operationalize the plan, manage a cross-component team collaborating with existing leaders to supplement policy, program, and communication efforts, and partner with the Resource Development team to develop a case statement and targets for future fundraising.

### **Business Planning**

- Develop a foundational plan that describes the objectives and goals UnidosUS has to achieve in all key strategic elements.
- Develop or coordinate specific plans for each strategic element of the foundational plan.

### **Operationalizing large-scale and multidisciplinary initiatives**

- Execute, coordinate, and operationalize the strategic elements of a plan, including managing a cross-component team and facilitating organization-wide collaboration.

Support the strategic element of Policy by collaborating with the Policy & Advocacy team to advance strategy work on key policy barriers, including:

- Change GSE & FHA/VA/USDA practices
- Lender origination and servicing
- Federal funding of single-family housing nationally

Support the strategic element of Fundraising by:

- Establishing work towards a case statement and collaborating with Resource Development team to attract additional investors.

Support the strategic element of Marketing and Communications by collaborating with the Communications & Marketing team to:

- Elevate UnidosUS's role in driving economic change for Latinos nationally and in strategic markets.
- Seek strategic platforms to collaborate and expand opportunities for impact.

Support the strategic element of External Communications by:

- Engaging with senior officials at agencies, committee staff on the Hill, and others on behalf of UnidosUS.

## **QUALIFICATIONS**

- Bachelor's degree required; master's degree preferred in economic policy, community development, or related field.
- Minimum of twenty (20) years of experience in economic policy and program execution, housing, and banking policy, and/or community development.
- Proven experience building out and operationalizing multimillion-dollar initiatives with a focus on impact.
- Robust working knowledge of financial institutions.
- Experience working with and in Latino communities and commitment to leveraging our organizational assets to close structural inequalities on housing and economic issues.
- Ability to work independently and collaboratively as a collegial member of various teams.
- Prior evidence of successful fundraising capability to support program efforts.
- Steadfast commitment to UnidosUS mission, vision, and values of Excellence, Accountability, Respeto.
- Commitment to the U.S. Latino community, Latino nonprofit organizations, and the Latino market.
- Demonstrated experience working in nonprofits, community-based organizations, and diverse communities.
- Ability to execute on a multidisciplinary initiative and collaborate with other leaders across Policy & Advocacy, Programs, Affiliate Engagement Resource Development, and Communications and Marketing.

- Ability to influence stakeholders and other cross-functional groups to bring in scalable and efficient solutions.
- Excellent communication skills, both oral and written, with the ability to convey technical aspects to non-technical stakeholders and to key audiences.
- Commitment to excellence and high standards.
- Ability to work independently and as a member of various teams and committees.
- Advanced proficiency with Microsoft Office Suite, more specifically, Office 365.
- Acute attention to detail.
- Bilingual (English/Spanish) skills are a plus.

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

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

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

**UnidosUS**

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

**Subject Line:** Senior Vice President, Economic Initiatives

**Attn:** Chief Operating Officer

**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.*