



## **Position Announcements and Job Description:**

### **Vice President for Communications**

#### **Who We Are**

The Hispanic Federation (HF) is the nation's premier Latino nonprofit membership organization. Founded in 1990, HF supports Hispanic families and strengthens Latino institutions through grantmaking and direct services in the areas of education, health, immigration, civic engagement, economic empowerment and the environment. Values that drive our work include equality, fairness, diversity and empathy.

#### **Who We Seek**

The Hispanic Federation seeks a Vice President for Communications to oversee communications efforts and work with senior management as well as all policy and program staff in each HF office (NY, DC, CT, FL, NC and Puerto Rico). Vice President for Communications must be highly effective in terms of time-management, multi-tasking, and prioritization. Vice President must be detail-oriented and take initiative on multi-state projects ranging in size and scope.

**Position Location:** New York City or Washington D.C.

**Reports to:** Executive Vice President

**Supervises:** Digital Media Coordinator

#### **Job Duties and Responsibilities**

Oversee the direction and implementation of the following communications tasks:

##### **General**

- Responsible for working with program and policy staff to develop communications plans for specific events and tied to issue advocacy
- Develop and manage an editorial calendar that will serve as a guide for all communications work
- Supervise Digital Media Coordinator, and incorporate all digital media platforms into plans and editorial calendar

##### **Media Relations**

- Manage existing relationships with media partners
- Actively pursue and develop new relationships with the media
- Manage all incoming media requests
- Draft media advisories, press releases, quotes, press statements and any other official communications to the press on behalf of the Federation
- Pitch senior staff as experts on key issue areas
- Pitch press conferences and events
- Strategically develop content for: weekly El Diario column and two radio shows, monthly Huffington Post column

## **Policy**

- Work closely with policy staff to create messaging that effectively communicates our advocacy efforts
- Draft statements tied to breaking news affecting policy
- Draft sign-on letters and petitions
- Draft opinion pieces

## **Required Skills and Qualifications:**

- Bachelor's degree
- At least 5 years of experience in the Communications field
- Excellent oral and written communication skills (Bilingual English/Spanish a plus)
- Excellent interpersonal and communication skills, with a flexible and collaborative spirit
- Must be able to function well in a fast-paced work environment, able to respond to multiple requests for assistance simultaneously
- Computer skills including Microsoft Office (Word, Excel, PowerPoint)
- Fluency and functionality on various social media platforms including Facebook, Twitter, and Instagram
- Ability to prioritize and work under deadlines
- Enthusiasm, professionalism and a passion for serving the Latino community
- Strong commitment to Hispanic Federation's mission and core values

## **Preferred Skills and Qualifications**

- Bilingual (English/Spanish)
- Possess an understanding of policy on local and federal levels in all issue areas HF focuses on
- Expertise in relationship building especially regarding communities of Latinos, immigrants, education, health, economic empowerment, civil rights, civic engagement, nonprofits and/or the environment
- Relationships with government and community leaders
- Exposure to civic and voter engagement campaigns preferred
- Demonstrated accomplishments in legislative, budgetary and/or administrative advocacy preferred;
- Capacity to work independently and keep organized in a fast-paced environment, manage several projects simultaneously, and adjust strategy to frequently changing demands
- Ability to implement vision, think strategically, creatively problem solve, exercise good judgment and lead change
- Ability to work effectively and collaboratively with diverse and remote staff and partners and various issue coalitions, government officials across the political spectrum, and a range of partners regardless of race, ethnicity, age, gender, sexual orientation, religion, ability and socio-economic circumstance
- Willingness to travel and attend conferences and meetings out of state, as appropriate

## **To Apply**

Please submit a résumé, cover letter detailing your interest and qualifications, and two relevant writing samples via e-mail to [careers@hispanicfederation.org](mailto:careers@hispanicfederation.org). No telephone calls.

The salary range for this position is \$100k - \$125k and is commensurate with experience. Compensation includes a benefits package with medical, dental, vision and a 403 (B) retirement plan.