



JOB ANNOUNCEMENT

Deputy Director of Communications

Full-time ♦ Los Angeles, CA or Washington, D.C.

THE ORGANIZATION

The National Association of Latino Elected and Appointed Officials (NALEO) Educational Fund was established in 1981 to promote the full participation of Latinos in the American political process, from citizenship to public service. NALEO Educational Fund achieves its mission through integrated strategies that include increasing the effectiveness of Latino policymakers, mobilizing the Latino community to engage in civic life and promoting policies that advance Latino political engagement.

Founded in 1981 by the late Congressman Edward R. Roybal, NALEO Educational Fund is a 501(c)3 non-profit organization governed by a 15-member Board of Directors and a 35-member Board of Advisors. Headquartered in Los Angeles, the NALEO Educational Fund maintains offices in Houston, New York City, Orlando, Phoenix and Washington, D.C. It employs about 62 full-time staff with an annual budget of \$10.5 million, and offers a competitive benefits package that includes generous vacation, sick leave, medical, dental, vision, life insurance and retirement coverage.

POSITION SUMMARY

The Deputy Director of Communications is responsible for developing, implementing, and integrating a broad range of communications and media relations activities in support of NALEO Educational Fund's mission, vision, and priorities. This position will collaborate and report to the National Director of Communications and may be called on to lead the Department on an as needed basis. This is a full time, exempt position located in Los Angeles or Washington, D.C. with an annual salary commensurate with experience and qualifications. Work schedule flexibility is needed to respond to media inquiries and pressing developments in a timely manner.

ESSENTIAL FUNCTIONS

- Responsible for developing and writing press releases, advisories, statements, op-eds, talking points, newsletters, website content and fact sheets on organizational programs, policy positions and initiatives;
- Oversee all aspects of media relations;
- Leverage existing relationships and cultivate new ones with relevant journalists, editorial boards, and other appropriate outlets to generate broader coverage of NALEO Educational Fund's activities, mission and objectives;
- Build and manage a comprehensive media database;
- Organize media events including press conferences and briefings;
- Serve as a liaison between the organization and the press;
- Monitor legislative and public policy issues, which directly affect NALEO Educational Fund and may result in media inquiries;
- Create and implement media, digital strategies and campaigns that draw attention to the organization's policy issue priorities;
- Seek pro-active media opportunities and op-ed placements;

- Partner with the Communications and Social Media Manager to implement digital media strategies;
- Facilitate media interviews with appropriate spokespersons and prepare appropriate briefing memoranda, talking points and other supporting documents;
- Provide media coaching and interview training to staff, as appropriate;
- Serve as an organizational spokesperson as needed;
- Adhere to attendance and punctuality standards of the organization; and
- Travel as required.

QUALIFICATIONS – KNOWLEDGE, SKILLS AND ABILITIES

- Bachelor’s degree in Political Science, Communications, Journalism, English or related field preferred;
- At least four years of experience in a similar role;
- Excellent analytical, written and verbal communication skills, writing samples are required;
- History of developing and executing highly successful public relations strategies and campaigns;
- Demonstrated media relations background with active contacts;
- Proven track record of securing press in all media (print, radio, television, and social/digital);
- Ability to effectively manage multiple projects simultaneously and work well under tight deadlines;
- Experience organizing and managing press events;
- Knowledge of Cision, Mailchimp, Microsoft Office 360, and other basic computer software programs;
- Experience and familiarity with social/digital media (Twitter, Facebook, YouTube etc.) strategies;
- Ability to work independently and as a team-player in a fast-paced and changing environment;
- Must have strong organizational and management skills;
- Spanish-language skills a plus, but not required;
- If a driver, must have a valid driver’s license with proof of automobile insurance coverage;
- Ability to work respectfully with people from all cultural and socioeconomic backgrounds; and
- Supportive of the mission and non-partisan philosophy of NALEO Educational Fund.

PHYSICAL AND MENTAL DEMANDS

The position requires certain physical and mental demands, including the following:

- Ability to detect, discern, recognize, and perceive auditory and visual information within normal ranges;
- Dexterity to read, write, type, operate office equipment such as a computer, printer, telephone, calculator, copier, fax machine, pencils, pens, and stapler;
- Ability to remain in a stationary position 50 percent of the time.
- Ability to lift and carry up to 25 pounds

Once hired, employees requiring reasonable accommodations to perform the demands of the position should contact Human Resources.

DISCLAIMER

Nothing in this job description restricts management's right to assign or reassign duties and responsibilities to this job at any time.

PLEASE SEND COVER LETTER AND RÉSUMÉ TO:

Angela Weimer, National Director of Human Resources and Administration

NALEO Educational Fund
1122 W. Washington Blvd., 3rd Floor
Los Angeles, CA 90015

Tel: (213) 747-7606 ext. 113 | **Fax:** (213) 747-7664 | **E-Mail:** aweimer@naleo.org

NALEO Educational Fund is an equal opportunity employer. Applications are evaluated on the basis of job qualifications and not race, sex, color, disability, national origin, religion, creed, age, marital status, sexual orientation, gender expression, gender identity, citizenship or authorized alien status, or veteran status, or any other basis protected by law.