



POSITION ANNOUNCEMENT

POSITION: Manager, National Campaigns	OPEN: Immediately
LOCATION: Washington, DC	CLOSING: Until filled
CONTACT: Darcy Eischens	SALARY: Commensurate with experience

BACKGROUND

The National Council of La Raza (NCLR)—the largest national Hispanic civil rights and advocacy organization in the United States—works to improve opportunities for Hispanic Americans. Through its network of nearly 300 affiliated community-based organizations, NCLR reaches millions of Hispanics each year in 41 states, Puerto Rico, and the District of Columbia. To achieve its mission, NCLR conducts applied research, policy analysis, and advocacy, providing a Latino perspective in five key areas—assets/investments, civil rights/immigration, education, employment and economic status, and health. In addition, it provides capacity-building assistance to its Affiliates who work at the state and local level to advance opportunities for individuals and families.

Founded in 1968, NCLR is a private, nonprofit, nonpartisan, tax-exempt organization headquartered in Washington, DC, serving all Hispanic subgroups in all regions of the country. It has state and regional offices in Chicago, Los Angeles, Miami, New York, Phoenix, and San Antonio.

JOB DESCRIPTION

NCLR is seeking a Manager of National Campaigns for its Civic Engagement Department. The Civic Engagement team works to strengthen Latino voting and advocacy engagement by linking eligible immigrants to citizenship, citizens to registration and voting, and the community at large to issue campaigns. Housed in the Office of Research, Advocacy, and Legislation (ORAL), NCLR's highly respected policy analysis and civil engagement division, the Civic Engagement team has a solid track record of implementing multifaceted electoral programs as well as issue campaigns both nationally and in states. NCLR's state and federal campaigns leverage policy and program expertise within an issue area, communications and polling, and community participation in areas including immigration, economy, health, education, and criminal justice.

The Manager will work closely with issue and legislative teams as they set strategy and lead the implementation of NCLR issue campaigns. In 2017, a central piece of this work will be a major new multistate campaign to implement the Every Student Succeeds Act (ESSA). Over the next few years, NCLR will be heavily engaged in working on K–12 education issues in selected states and school districts, asserting NCLR’s role as a leading civil rights voice for Latino parents and kids, especially English learners. In particular, she or he will lead the development and implementation of the ESSA state advocacy campaign in consultation with NCLR’s ESSA working group, NCLR leadership, and education reform partners such as the National Urban League and The Education Trust.

The Manager will be responsible for tracking state policy efforts, identifying advocacy needs in the states; planning intervention strategies; developing and carrying out outreach, communications, and alliance-building strategies; reporting on progress; and carrying out other activities to advance NCLR’s policy goals. She or he will collaborate with various NCLR teams to advance integrated campaigns that leverage organizational assets, and with external partners, to maximize outcomes. Job responsibilities will require strong organizational and communication (oral and written) skills, as well as a strong ability to prioritize tasks, and handle simultaneous requests.

The Manager will report to the Deputy Vice President of ORAL.

RESPONSIBILITIES

- Lead the design and execution of state advocacy campaigns while working with NCLR leadership, and with and across issue teams.
- With ESSA implementation as the first campaign:
 - Coordinate and work with external education reform partners on the ESSA campaign, in particular NCLR’s core partners, including civil rights organizations.
 - Collaborate with the ESSA working group and across NCLR teams to track state policy efforts, identify intervention strategies, define strategic priorities and shape highly aligned field campaigns, identify opportunities, and maximize outcomes leveraging institutional assets and cross-team collaboration.
- Supervise and support the professional growth of civic engagement strategists in different regions through strategy-setting, work plan development, and ongoing assessments and annual performance evaluations to lead the team to higher performance.
- Collaborate with communications and issue teams to develop message frames, talking points, and materials that energize Latino participation, and elevate Latino issue priorities.
- Support fundraising to ensure the growth and sustainability of campaign work, including developing concept papers, proposals, and reports, prospecting, and participating in relevant funder meetings.
- Develop and monitor program budgets, making needed adjustments based on funding availability, and keeping operations within budget.
- Develop effective state tracking and reporting mechanisms to measure progress and document outcomes to be communicated to senior leadership, funders, and other stakeholders.

- Manage reporting to various audiences, including presentations and reports for the NCLR Board of Directors and leadership, the NCLR Affiliate Network, and other partners.
- Build and sustain partnerships, and represent NCLR at coalition tables with organizations that share NCLR's advocacy, civic engagement, and electoral goals and objectives.

QUALIFICATIONS

- Bachelor's or advanced degree preferred.
- Demonstrated passion and commitment to the expansion of Latino electoral and advocacy engagement.
- Five years or more experience in electoral engagement and issue campaigns.
- Successful track record developing and executing high-impact campaigns, including federal- and state-level issue or advocacy campaigns, and electoral programs.
- Experience managing cross-functional programs or campaigns combining field, policy, legislative, and communications elements.
- Knowledge of the demographic, economic, and social characteristics of Latinos.
- Familiarity with voter files and similar tools, and their electoral and issue campaign application.
- Knowledge of or experience working on education reform policy issues preferred.
- Excellent interpersonal and team-building skills; ability to manage upward and laterally in a complex organizational environment.
- Superior project management skills, including strategy-setting, staff supervision, budget development and monitoring, and reporting to various audiences.
- High degree of initiative and ability to work independently and as part of a team to navigate tight deadlines, multiple tasks, and shifting priorities.
- Ability to work in a coalition and build high-impact external partnerships.
- Excellent written and verbal communication skills.
- Ability to travel and work long hours in peak campaign periods.
- Bilingual ability (English/Spanish) strongly preferred.

Please note: Only those applicants who submit a cover letter and writing sample along with a résumé will be considered for this opportunity. Please include "Civic Engagement Project" in the subject line of any email submissions.

SEND COVER LETTER, WRITING SAMPLE, AND RÉSUMÉ TO:

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 Attn: Darcy Eischens
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 Washington, DC 20036-4845
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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.