



HEYMAN ASSOCIATES

## NATIONAL COUNCIL OF LA RAZA WASHINGTON, DC

**POSITION:** Senior Vice President, Communications and Marketing

### **INTRODUCTION:**

**National Council of La Raza** ("NCLR") is the largest national Latino civil rights and advocacy organization in the U.S. It is an American institution committed to strengthening the country by promoting the advancement of Latino families. Every day, Latinos work to make America stronger. They energize the economy and strive to make better lives for themselves, their families and their communities. NCLR's mission is to improve their opportunities for success in achieving the American Dream.

Since 1968, NCLR – a private, nonprofit, nonpartisan, tax-exempt organization headquartered in Washington, D.C. that serves all Latino subgroups in all regions of the country – has remained a trusted, nonpartisan voice for Latinos. NCLR serves the community through its research, policy analysis, and state and national advocacy efforts, as well as through program work in communities nationwide.

NCLR partners with Affiliates across the country to serve millions of Latinos in the areas of civic engagement, civil rights and immigration, education, workforce and the economy, health, and housing. The organization believes in fighting for an America where economic, political and social advancement is a reality for all Latinos.

**REPORTS TO:** President and CEO, Janet Murguía

### **SUMMARY:**

NCLR, on the eve of launching its new strategic plan and ramping up to its 50th anniversary, is at a pivotal point in its own history, at a time when the impact of and support required for the Latino community is growing daily. Communications and marketing are crucial aspects of NCLR's strategic plan, which has led to the creation of this new position, which will report to the President and CEO, work with the CEO Cabinet and Leadership Team, and be the primary driver of NCLR's external positioning efforts.

In this newly-created role, the SVP, working across the organization and engaging with internal and external partners, will be responsible for NCLR's overall communications, marketing and branding strategies. This person will develop a longer-term vision for the communications function, drive and integrate an organization-wide brand strategy and contribute to the organizational strategic planning process. This role will establish positioning and build advocacy for the organization's messages, initiatives and goals in pursuit of broad action and sensible solutions.

This person will also be responsible for communicating NCLR's work, expertise and impact to a wide range of audiences, including the media, governmental leaders, donors and other key influencers. This person will promote NCLR's visibility through an aggressive, cohesive set of tactics that will likely include media outreach, conferences and events, as well as close partnership on advocacy and fundraising efforts. The position will also serve as a thought partner to other members of executive leadership on communications-related, as well as broader organizational, issues.

### **RESPONSIBILITIES:**

- Provide the vision, leadership and counsel for NCLR's communications and marketing function, ensuring that the organization's reputation more effectively aligns with its expertise and impact. Create and implement integrated, measurable communications and marketing strategies, initiatives and tactics that enhance brand awareness and favorability.
- Serve as a strategic communications advisor to the CEO and senior leadership, while supporting program areas with communications capacities and ensuring a high national profile for their work. Advise internal groups to create/identify communications strategies which will deliver higher levels of impact externally.
- Develop a cohesive and compelling narrative that taps into the rich available content and communicates NCLR's complex and impactful work to influencers, donors and other crucial constituents. Ensure that key messages reach core audiences and are being delivered through the appropriate media.
- Manage the development and coordination of a media plan to raise NCLR's profile and increase its reach and impact. Manage media relations and maximize media opportunities. Build relationships with key stakeholders in the sector, including journalists and bloggers. Direct media outreach, press strategies and press releases. Respond to inquiries and publicize the organization's programs and activities.
- Serve as the liaison between the CEO as well as other stakeholders, and the media, ensuring spokespeople are prepared. Identify and seize opportunities to react to events and breaking news. Create, develop and produce proactive and appropriate press releases, briefings, articles and other materials as required.

- Collaborate across functional and program areas to strengthen, align and guide the organization's overall and program brands through strategic marketing initiatives. Ensure brand standards are maintained and consistent throughout the organization.
- Develop plans for events – including conferences, panels and other formats – that support and reinforce overall communications and marketing initiatives.
- Create, lead and manage internal communications, collaborating closely with leadership and various departments to ensure effective communications to team members. Partner with the CEO on messaging.
- Provide regular updates to keep senior leadership, Board of Directors, Corporate Board of Advisors, and other critical supporters and stakeholders informed and aware of major institutional communications and rebranding efforts.
- Proactively refine crisis communications plans, and – as required – lead communications with respect to issues impacting NCLR.
- Lead, manage and develop the communications team, including staff focused on external communications and public relations, internal communications, and outside consultants and contractors.

### **REQUIREMENTS:**

- Bachelor's degree and a minimum of 15 years of relevant experience with eight or more years in a leadership role.
- Demonstrated skills, knowledge and experience in the design and execution of communications, public relations and branding activities.
- Strong interpersonal skills, persuasive presentation style, and excellent and nuanced writing ability. Outstanding communications, public speaking and advocacy skills.
- Established, sound leadership capability and demonstrated track record in a strategic role in which communications considerations are a key component. A strategic thinker who can develop a long-term vision and execute to meet goals.
- Demonstrated success in crafting a substantive and cohesive set of messages for an organization, which has been successfully communicated to key audiences and resulted in a measurable difference (e.g., elevated profile, broader visibility, increased funding or donor support) to the organization.

- Ability to quickly distill complex concepts into interesting and digestible pieces. Ability to actively and thoughtfully listen to and incorporate ideas to influence strategy and shape content.
- Expertise overseeing the production of websites, online communities, videos, webinars, infographics and other multimedia web content. Knowledge and experience with new and social media. Broad understanding of, and willingness to stay abreast of, new media technologies, applications and processes.
- Entrepreneurial spirit that thrives in a changing, fast-paced, high-performing, world-class organization. Collaborative approach to working hand-in-hand with colleagues as part of a tight-knit leadership team and cohesive overall organization.
- Demonstrated passion for and commitment to NCLR's mission and vision.
- Bilingual (English/Spanish) ability preferred.

**For more information, please contact Heyman Associates:**

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