



STRONGER COMMUNITIES. STRONGER AMERICA.

POSITION ANNOUNCEMENT

POSITION: Marketing and Events Specialist

OPEN: Immediately

LOCATION: Washington, DC

CLOSE: Until filled

CONTACT: Director, Event Strategy and Programming

SALARY: Commensurate
with experience

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 or follow us on Facebook, Instagram, and Twitter.

SUMMARY

UnidosUS is seeking a Marketing and Events Specialist as part of the Marketing and Communications component. The Marketing and Events Specialist multifaceted position is responsible for bridging event programming and marketing to ensure the promotion and execution of successful and engaging high level events that make a lasting impact. The Specialist will work close with the Communications and Marketing team to develop strategies and create collateral materials to market events, speakers, specific and specific topics aimed at driving attendee participation and engagement for our digital events.

Under the supervision of the Director of Event Strategy and Programming, the Marketing and Events Specialist will support and assist with all event elements to ensure they align with UnidosUS's mission and vision. In addition, the Specialist will be responsible for providing support in the planning, execution and reporting of multiple event elements, including but not limited to registration, marketing, logistics, researching and securing speakers and drafting scripts. The Specialist will provide support for our Signature Events (Annual Conference,

National Latino Expo, Capital Awards) as well as ongoing digital events (town halls, roundtables, webinars.)

UnidosUS offers a collaborative, team-based environment that fosters a culture of ideas and debate. We approach our work from multiple perspectives and methods, understanding both the specific issues and their larger interrelated systems. The Marketing and Event Specialist must be organized and detailed oriented as they work towards ensuring the success of UnidosUS's events by developing strategic timelines and planning guidelines while analyzing event trends to recognize strong and weak processes. This person will also be responsible for developing and nurturing a direct line of communication with various internal and external stakeholders.

RESPONSIBILITIES

- Organize and track year-long digital events strategy for the entire organization, inclusive of internal and external events, to ensure timely planning and avoid overlapping of events.
- Maintain appropriate event planning documents for each event, inclusive of outlines, timelines, speaker backgrounders, social media posts and scripts.
- Work with key internal and external stakeholders to meet objectives, requirements, deadlines and ensure quality control across all documents.
- Work in collaboration with issue experts to develop town halls, roundtables, and webinars (purpose, key takeaways, and speaker recommendations).
- Assist in providing recommendations on event formats, speakers, and best practices with support of Director.
- Collaborate with various team members to ensure internal and external promotion of events, inclusive of social media, our Action Network database, and other channels as appropriate.
- Work with sponsorships team to ensure digital event sponsor benefits are met on appropriate events.
- Update post-event metrics tracker inclusive of all internal and external events and provide appropriate updates for quarterly and yearly reports.
- Gains knowledge of digital events and processes to adapt and adjust our process as necessary.

Signature Events

- Develop and execute internal event and planning guide, master timeline and oversee that deadlines are being met.
- Support Director with development of program, inclusive of research and recommendation of topics that align with organizational priorities, timely and relevant speakers as well as engaging formats in a digital setting.
- Provide support in the contracting, management, and training for temporary staff, consultants, and vendors, as appropriate.

- Provide support in the management and execution of request for proposals process, research criteria based on needs, and update vendor database.
- Assist in preparation for weekly team meetings with UnidosUS staff and consultants to discuss important updates, emphasize deadlines and answer questions.
- Assist with coordinating and managing various touch points for speakers/talent (setting up meeting calendars, drafting talking points, run practices calls, etc.).
- Ensure UnidosUS's brand comes through in all event elements in all UnidosUS channels.
- Work with sponsorships team and overall marketing and communications team to ensure digital event's sponsor benefits are met.
- Prepare appropriate reports for internal weekly meetings.
- Provide support in the collection and analyzation of registration data to develop the necessary recap reports for key stakeholders.
- Support budget preparation, inclusive of tracking contracts and other payments in real-time and maintain the budget reconciliation each month.
- Acquires knowledge of digital event trends and hybrid event best practices and provide recommendations and examples as we begin our 2022 signature events planning.

QUALIFICATIONS

- Bachelor's degree in communications, public relations or marketing required, and advanced degree in meeting and event planning or meeting industry certification, a plus.
- Three (3) to five (5) years of experience in marketing, content development, event planning focus or similar field required.
- High proficiency in Microsoft Word, Excel, SharePoint, and Outlook required.
- Knowledge of PowerPoint, Adobe, and HTML a plus and learn new software's.
- In-depth knowledge using database management and event management programs.
- Experience using Zoom and other virtual platforms.
- Steadfast commitment to UnidosUS mission, vision, and values (Excellence, Respect, Accountability).
- Familiarity and commitment with the U.S. Latino community, Latino nonprofit organizations, and the Latino market a plus.
- Ability to work on multiple projects at once, set priorities, work proactively and independently, problem solve, improvise, manage priorities, and function as part of a team that must meet tight deadlines.
- Highly organized with superb attention to detail.
- Ability to make effective presentations to different teams and answer questions.
- Ability to travel and work a modified/extended hours scheduling during event/meeting planning and execution.
- Thinks creatively and practically to develop and implement digital services.
- Excellent communication skills, both oral and written.

- Commitment to excellence and high standards.
- Ability to work independently and as a member of various teams and committees.
- Acute attention to detail.
- Bilingual (Spanish/English skills a plus).

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

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

SEND COVER LETTER AND RÉSUMÉ TO:

UnidosUS

hrmail@unidosus.org

Subject Line: Marketing and Events Specialist

Attn: Director, Event Strategy and Programming

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.