



Communications Director

We are seeking highly diligent, confident candidates with management experience for the role of Communications Director. The position comes with great responsibility, as Communications Directors are accountable for public perception of our organization. Managing this perception involves developing marketing and communication strategies, understanding the importance of timing and setting, responding to crises and setbacks, overseeing a team of diverse communications roles and ensuring that information released is consistent with the strategy at large.

They will be in charge of communications and amplifying programs and campaigns to diverse audiences. Those audiences include:

1. Farmworkers and Immigrants (from Mexico and Central America - some indigenous communities speaking mainly Purepecha and Mixteco) (Member)
2. Latinx Working Families (Member)
3. Latinx Millennials (Activist, Member, and Sustainer)
4. Progressive allies and other BIPOC communities (Activist and Sustainer)

Essential Skills:

- Community and Digital Organizing
- Excellent written and verbal skills in both English and Spanish, indigenous Mexican or Guatemalan languages are a plus but not required.
- Creating content
- Facebook, Twitter, Instagram (other platforms are a plus)
- Excel, Word, Google Docs, Google Calendar, Canva, PowerPoint
- Using EveryAction, and America Votes
- Public Speaking
- Managing teams
- DEI (Diversity Equity and Inclusion)
- Deep understanding and experience in Communications and Marketing

The Job

- Build, Manage, and Implement a cohesive Communications Plan; Track progress qualitative and quantitative to reach goals.

- Create and manage content and communications on digital, eblast, radio, and written, and website. Includes one pagers, flyers, talking points, and toolkits.
- Project a positive, and streamlined PCUN image.
- Create timelines and themes for Monthly PCUN Newsletter
- Support Development of Communications plans and strategies for all PCUN departments and campaigns.
- Participate in Programs Directors meeting- lead Communications updates.
- Lead communications check-ins with program staff
- Work with Data Manager to enter, and map vital data for member contacts
- Manage Website; update blog posts, staff profiles, our history, and campaigns.
- Press Relations; Write press releases, coordinate interviews with staff, and local/national media outlets. Support interpretation for members getting interviews by the media.
- Participate in local and national Communications Strategy roundtables.
- Some public speaking, and presentations.
- Manage, and support building communications budgets.

Salary and Benefits:

- \$50,000-\$60,000 per year (DOE)
- Dental, Health Insurance
- Paid Family Medical Leave (8 weeks paid)
- Paid Vacation, and Paid Sick Days

Other:

- Can work nights and weekends
- Fast pace environment during campaigns; and needs to work well under crisis and pressure.
- Permanent FTE
- **Supervisor:** Executive Director

Please send a cover letter and resumes to mariahinojos@pcun.org by Feb. 15th, 2021