

JOB ANNOUNCEMENT

Position: Communications Manager

Reports to: Development Director

Bargaining Unit: No

FLSA: Exempt



Position Summary

Centro Legal de la Raza's Communications Manager will have a deep understanding of communications with internal and external stakeholders and have a passionate determination to positively impact the issues affecting Centro Legal's clients and community. The Communications Manager will develop, guide, and execute a strategic plan for all communications, website, and public relations messaging and collateral to consistently and effectively articulate and advance Centro Legal's vision and mission. The Communications Manager will also lead efforts to promote, enhance, and strengthen Centro Legal's visibility and reputation, while working collaboratively with all Development, Admin and Program staff.

RESPONSIBILITIES

- In collaboration with the Director of Development and Leadership Team, manages and creates Centro Legal's print communications including the annual report, marketing collateral materials for programs and events; manage relationships with associated partners and vendors.
- Develop and oversee an online communications strategy that will tightly align with the organizational communications strategy—in order to leverage and maximize Centro Legal's website and social media presence, influence and community impact.
- Prioritize timely media placements for Centro Legal's campaigns and platforms.
- Create content (including email blasts, guest blogs, press releases, presentations, talking points, etc.) that engages and inspires Centro Legal's key audiences.
- Work with designers (vendor) to create dynamic print and online content and manage the development, distribution and maintenance of all print and electronic collateral including, but not limited to annual report, e-newsletters, fact sheets, including Centro Legal's website.
- Track and measure the level of engagement with key audiences and diverse stakeholders.
- Work with the leadership team to prepare talking points, speeches, presentations, and other supporting materials for events and meetings to facilitate consistent messaging and branding.
- Working with Practice/Program Directors to provide guidance to help support their program/practice- specific communications needs.

PREFERRED QUALIFICATIONS AND SKILLS

A bilingual accomplished and driven Communications Manager who has a minimum of four to five years of experience in planning, writing, editing, and production of newsletters, press releases, annual reports, marketing literature, and other print publications.

Bachelor or advanced degree in journalism, communications, or related field is preferred.

Specific qualifications include:

- Excellent strategic communications skills; thoughtful and active listener, innovative strategist, creative writer who communicates with clarity and brevity. Ability to persuade and influence.

- Innovative thinker, with a track record for translating strategic thinking into action. Ability to take an idea and run with it, from start to finish.
- Demonstrated skill and comfort in proactively building relationships with top tier reporters and editors, to successfully position subject matter with media to achieve high-impact placements.
- Creative and thoughtful on how new media technologies can be utilized to maximize impact.
- Solid command of issues that affect California’s community and thought leadership in the field.
- Action oriented; enjoys working hard and looks for challenges; able to act, react and facilitate in a timely manner and as necessary, even if limited information is available.
- Exceptional communicator; astute listener that can pick up subtle cues that others may miss; effective and clear in verbal and written communication; diplomatic, firm, gentle, and assertive when needed to accomplish the goal.
- Excellent judgment and creative problem-solving skills, including negotiation and conflict resolution skills.
- Energetic, fun, flexible, collaborative, and proactive leader who anticipates future needs and has the will to get the job done; a team player who can positively and productively make an impact.
- Support the development team in preparation and weekly acknowledgments to donors.

Compensation

Salary is competitive and commensurate with experience. We provide a generous benefits package, including life insurance, LTD, leave policies, vacation, and December holiday office closure at full pay.

To Apply

Review of applications will begin immediately and continue until the position is filled. Applicants are encouraged to apply as soon as possible. Submit via email only: 1) cover letter, 2) resume, and 3) a list of three professional references. Include “**Communications Manager**” in the subject line. Please email application materials directly to jobs@centrolegal.org.

POSITION OPEN UNTIL FILLED

About Centro Legal de la Raza

Founded in 1969 and headquartered in Oakland, California, Centro Legal de la Raza (Centro Legal) is a comprehensive legal services and advocacy organization protecting and advancing the rights of immigrant, low-income, and Latino communities through bilingual representation, education, and advocacy. We combine quality legal services with know-your-rights education, affirmative litigation, and youth development, ensuring access to justice for thousands of individuals and families each year throughout Northern and Central California.

For more information, visit our website: <https://centrolegal.org/>

Diversity Statement

Centro Legal’s mission includes advancing social, economic and racial justice. We are committed to fostering, cultivating and preserving a culture of equity, diversity and inclusion within and ensuring a workplace where all staff can flourish and grow professionally and well beyond. Our staff are the most important part of our ability to achieve our mission. The collective sum of the individual differences, life experiences, knowledge, inventiveness, innovation, self-expression, unique capabilities and talent that our employees invest in their work represents a significant part of not only our culture, but our

reputation, sustainability and our organization's success. Centro Legal is an equal employment opportunity employer and does not discriminate on the basis of race, color, religious creed, sex, pregnancy), gender, national origin, ancestry, citizenship, age, medical condition including genetic characteristics, mental or physical disability, military or veteran status, marital status, family responsibilities, caregiver status, sexual orientation, gender identity (including transgender status), gender expression, weight, height, linguistic characteristics (such as accent and limited English proficiency where not substantially job-related), citizenship status, status as a victim of domestic violence, sexual assault, or stalking, HIV/AIDs status, or any other basis prohibited by law. Centro also prohibits discrimination based on a perception that an individual has any of the characteristics of the protected classes listed above, and further prohibits discrimination against an individual who is associated with a person who has, or is perceived to have, any of those characteristics.