

JOB ANNOUNCEMENT



Position: Communications Manager

Reports to: Executive Director

Bargaining Unit: No

FLSA: Exempt

Position Summary

Centro Legal de la Raza seeks a dynamic, strategic, and creative Communications Manager or Associate to support the Executive Director and broader organization in developing and executing strategic communications that advance Centro Legal's mission, raise visibility, and engage key stakeholders. This role focuses on external communications, including fundraising campaigns, newsletters, social media, media relations, and public messaging. The ideal candidate is a skilled storyteller, highly organized, and experienced in translating organizational priorities into compelling content across multiple platforms.

Executive and Public Communications: Develop, draft, and edit high-quality communications, including speeches, talking points, op-eds, and other public-facing materials.

- Craft compelling narratives, press releases, campaign messaging, and public statements on issues including immigrant rights, housing justice, workers' rights, and public policy.
- Respond to media inquiries, coordinate interviews with staff and storytellers, and maintain press lists.

Digital and Email Communications: Lead the creation, curation, and management of content for newsletters, social media channels, and other digital platforms to amplify Centro Legal's advocacy and impact.

- Draft, design, send, and manage all email communications through Constant Contact, including newsletters, calls to action, event invitations, and fundraising campaigns.
- Create and maintain segmented Constant Contact email lists, ensure list health, and implement best practices for email communications.
- Manage day-to-day publishing on digital channels, including basic copywriting and occasional graphic design.
- Ensure timely review and approval of all content in collaboration with program staff to maintain accuracy and alignment.

Fundraising and Stakeholder Engagement Support: Support fundraising communications, including campaign content, donor appeals, and messaging for key engagement initiatives.

- Maintain knowledge of the local community, policy landscape, and media environment to ensure communications are relevant, timely, and impactful.
- Monitor and report on engagement and impact of communications campaigns, including social media and email analytics, and donor communications performance.

Brand and Organizational Voice: Strengthen Centro Legal's brand identity and ensure a consistent organizational voice across all platforms and materials.

- Ensure that all communications reflect Centro Legal's mission and justice-centered values.

- Support the production of high-profile materials, including the annual report, and other organizational publications.

Other Duties: Contribute to other special projects and initiatives as assigned by the Executive Director.

Qualifications

The applicant must profoundly share Centro Legal's mission and vision of racial, economic and social justice. Qualifications include:

- Deep commitment to Centro Legal's mission of advancing racial, economic, and social justice.
- Minimum of 2 years of progressively responsible experience in strategic communications, public relations, or nonprofit communications—preferably within social justice, advocacy, or public policy sectors.
- Proven ability to craft a cohesive organizational voice and develop content across multiple platforms, including web, print, email, and social media.
- Strong writing, editing, and storytelling skills, with experience producing op-eds, press materials, newsletters, speeches, and narrative-driven content.
- Experience translating complex legal, policy, or advocacy issues into clear, engaging communications for diverse audiences.
- Familiarity with digital analytics, email marketing platforms (e.g., Constant Contact), and strategies for optimizing audience engagement.
- Ability to manage multiple projects, prioritize deadlines, and collaborate effectively across teams.
- Bilingual in Spanish is preferred, but not required.

Compensation

The salary range for this position is \$, commensurate with experience..

Benefits and Perks

We offer a competitive and comprehensive benefits package to include: medical, dental, vision, long term disability and life insurance.

- Centro Legal provides 100% employer-paid Kaiser medical coverage for employees, and 50% coverage for dependents, spouses, and partners. Alternative plans through UnitedHealthcare and Kaiser are also available at an additional premium cost.
- Additional Benefits include: Health Care FSA, Dependent Care FSA, commuter benefits, pet insurance, and Employee Assistance Plan.
- *PTO: Vacation: 0-1 year 16 days per year, 1-2 year 18 days per year, Over 2 years 23 days per year, (1) paid wellness days per month, 12 sick days per year.
- *Office Closure: 12 holidays + 8 work days, to include the period from December 24th through January 1st
- *4 Day Workweek Pilot: during the pilot Centro's operating hours are Monday - Thursday, 9am-5pm.

***Note:** Centro Legal de la Raza is currently engaged in collective bargaining. As such, certain benefits, including time-off policies, are subject to change based on ongoing negotiations.

COVID 19 Policy

Centro Legal requires all employees to comply with current state and local public health guidelines. Proof of vaccination may be required, with accommodations for medical or religious reasons.

Working Conditions & Schedule

- Hybrid working environment, including regular in-person attendance at events
- Prolonged periods of desk and computer work, frequent communication by phone, email, video, and in person, with occasional lifting of up to 20 lbs such as files or office supplies.

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.