National Latina Institute for Reproductive Justice

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Communications Project Manager Job Description

Organizational Overview: Founded in 1994, the National Latina Institute for Reproductive Justice (Latina Institute) builds Latine power to fight for the fundamental human right to reproductive health, dignity, and justice. We center Latine voices, mobilize our communities, transform the cultural narrative, and drive policy change. We amplify the grassroots power and thought leadership of Latines across the country to fuel a larger reproductive justice movement.

Position Overview: Latina Institute seeks a Communications Project Manager who is passionate about reproductive justice and social justice to organize our communications efforts and calendars and keep them on track during both rapid response and proactive campaign moments. Serving as the central operational hub for the communications team, this role helps our voice come through consistently across departments, channels, and audiences, in English and Spanish, and helps communications work as a connector and collaborator. The Communications Project Manager reports to the Senior Director of Communications and Public Affairs and collaborates closely with the Government Relations, Community Mobilization, Education, Development, Finance and Operations teams, as well as external consultants, vendors, and content creators. This is a highly collaborative role, and the ideal candidate will be self-motivated and able to prioritize tasks and efficiently manage multiple projects and campaigns at once.

This position is funded through a one-year grant. Continuation of employment beyond the initial 12-month period is subject to securing additional funding and organizational needs.

Location and Travel: Hybrid or remote. We operate as a remote organization but require certain roles to be based in specific locations. For this position, the candidate must be based in states where Latina Institute is registered: CT, CA, CO, DC, FL, GA, MD, MA, NJ, NY, RI, TX, VA, PA.

Travel and in-person expectations include attending meetings, in-person events, and other scheduled activities.

Responsibilities (Include but are not limited to):
Communications Planning and Project Management:

- Develop and maintain the integrated communications calendar and department timeline across campaigns, digital assets (including social, email, and website) and traditional media (including online and print) and keep it visible to every department.
- Coordinate schedules, workflows, and deliverables across internal teams and external partners, including communications consultants, creative and media vendors, and content creators.
- Build and run intake and workflow systems, so requests from other departments are scoped, prioritized, and tied to organizational priorities.
- Proactively identify and flag project risks, timeline delays, and campaign budget variances to the Senior Director of Communications.

- Support and oversight of regular communications team check-ins and cross-departmental alignment meetings by notetaking, tracking completion of do-outs, and reporting outcomes.

Campaign Communications and Rapid Response:

- Plan ahead for priority campaigns and proactive projects, and protect time for them, balancing rapid response with longer-term campaign priorities.
- Align the department calendar with planned cultural and advocacy moments, alongside the Digital Engagement Strategist.
- Organize rapid response moments by coordinating timelines including drafts, approvals, spokespeople, and distribution so our voice comes through quickly and consistently during opportune times in collaboration with Communications and Public Affairs Specialist and other Communications team members.

Cross-Departmental Coordination:

- Partner with Government Relations, Community Mobilization, Education, and Development to translate their goals into communications plans and deliverables.
- Coordinate communications support for campaigns, reports, events, and trainings, including bilingual (English/Spanish) materials.
- Help surface and schedule opportunities to elevate the voices and stories of Latina Institute activists and community leaders in collaboration with Communications and Public Affairs Specialist.

Content, Media, and Digital Coordination:

- Track production of press releases, statements, op-eds, newsletters, social content, and web updates, in English and Spanish, from drafting through review and approval.
- Support media relations logistics, including press lists, media advisories, and tracking of coverage.
- Work with the digital team to keep website, email, and social projects on schedule and aligned with our voice and style guidelines.

Metrics, Evaluation, and Reporting:

- Establish performance benchmarks and track key indicators such as email performance, website analytics, social media reach, engagement, and audience growth, earned media, and overall Latina Institute audience growth.
- Capture and organize audience data to help guide communications strategy.
- Compile data for monthly status updates, quarterly progress reports, and funder reports.
- Track communications project budgets and vendor contracts.

What You Will Need to be Successful:

- Experience with project management tools and platforms including Asana, Basecamp, Monday.com, Microsoft, Later, or similar platforms.
- Bilingual fluency in English and Spanish (written and spoken).
- Proven track record managing complex, multi-stakeholder communications, advocacy, campaign, or public awareness projects.
- Nonprofit experience, with an understanding of both policy and grassroots advocacy.
- Exceptional organizational skills with the ability to manage competing deadlines, budgets, and cross-functional stakeholders, including during fast-moving rapid response moments.
- Strong and adaptive writing and editing skills.
- Passion for and deep understanding of our mission, shared values, and cultural competency, with prior professional or lived experience working with reproductive justice organizations,

reproductive health advocacy, or Latine communities. Understanding of US, feminist, Latine framing is a plus.
- Working knowledge of digital communications (website, social media, email) and public relations, including relationships with traditional and new media.
- Ingenuity in the use of time and resources, and curiosity: an interest in listening, learning, and training others.

Preferred:
- Background managing grant-funded projects and preparing funder-facing reports.
- Ease with data analytics and metrics reporting.
- Knowledge of disinformation defense, digital narrative change, or rapid-response communications strategies.
- Familiarity with Spanish-language social media and media outlets.
- Fluency in new media trends and popular culture.
- Graphic design or basic video editing skills.
- Social media competencies.

Employee Status: Full time, exempt, 40 hours per week. Typically, Monday through Friday, but the role may require a flexible schedule, including evenings and weekends during trainings, campaign peaks or rapid response moments.

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Benefits: The Latina Institute offers excellent benefits for our employees.

Some highlights of our comprehensive package include:

- Medical, dental, and vision plans
- Vacation, Wellness and Sick PTO
- 401K Retirement plan with a 3% employer match
- Paid parental leave
- $1000 towards professional/wellness development

Salary: $95,000 to $105,000 commensurate with experience.

Application Procedure: Please send your resume and cover letter via e-mail jobs@latinainstitute.org. Please include in the subject line: Applicant – Communications Project Manager.

National Latina Institute for Reproductive Justice is an equal opportunity employer. We do not discriminate in employment opportunities or practices on the basis of actual or perceived race, color, religion, national origin, sex (including pregnancy, childbirth or related medical conditions), age, marital status, sexual orientation, gender identity or expression, veteran status, uniform service member status, disability or any other characteristic protected by law.