



SALUD • DIGNIDAD • JUSTICIA

## Communications & Public Affairs Specialist Job Description

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

Founded in 1994, the mission of the National Latina Institute for Reproductive Justice (Latina Institute) is to build Latina power to guarantee the fundamental human right to reproductive health, dignity, and justice. We elevate Latina leaders, mobilize our families and communities, transform the cultural narrative, and catalyze policy change.

**Position Description:** Latina Institute seeks a **Communications and Public Affairs Specialist** to support all internal and external communications for the organization. This position, within the Communications & Public Affairs team, will help build public awareness in the Latina Institute as an organization, and drives the narrative and culture shift pillar of our work.

At Latina Institute, we believe that storytelling and truth transforms narratives and changes how people in power understand reproductive justice. We build power by shaping, shifting, and driving narratives of our activists who we call our *Poderosas* and the Latina/x community. Latina Institute engages in culture shift to actively transform the historic and current misrepresentation of the Latina/x community and replace them with our stories of strength and power. Our culture shift work is a thread that ties everything we do – community base building, a movement building approach to public policy advocacy, and communications.

The ideal candidate for this role is a storyteller and a strategic thinker, as well as a skilled communicator, collaborator, writer, and researcher. They can work independently and write in short and long formats, use visual storytelling tools, and be able to synthesize complex information and policy issues into clear and persuasive narratives with close attention to accuracy and nuance. This individual will report to the Senior Director of Communications and Public Affairs and will work as part of a four-person team together with an external PR agency, to advance Latina Institute's vision and mission.

**Location:** Hybrid; New York, NY or Washington, D.C. preferred  
25% Travel required

Latina Institute operates as a remote organization but requires some roles to be based in specific locations and to operate in a hybrid way. Due to the nature of this particular role,

you must be able to travel to various locations around the country, including the New York or DC office spaces, to work from and participate in in-person events, meetings, and complete required activities or tasks.

**Employee Status:** Full Time, Exempt, 40 hours per week  
Flexible schedule of Monday - Friday between an 8am – 7pm EST

**Responsibilities include (but are not limited to):**

- Strategy:
  - Collaborate with the communications team and external consultants to develop and implement a strategic communications plan, including a Spanish-language media plan, and integrate digital strategy to support the mission, vision, and values of the Latina Institute.
- Reproductive Justice Policy Communications:
  - Remain current on emerging news and trends in public policy and reproductive justice communications, and monitor key issue areas related to reproductive justice, immigrant justice and the progressive policy world. Make recommendations to the SD on how Latina Institute can use these frequent landscape scans to evolve our communications work.
- Storytelling, Writing and Narrative:
  - Storytelling
    - Develop, conduct, and publish interviews with Latina Institute staff, Poderosas (activists), board members, partners etc. (for website, e-mail, social media, etc.)
    - Ideate, develop and launch a Latina Institute story bank
    - Continually assess the story collection processes and workflows, both internally and with external stakeholders
    - Work with the events team to support Storytelling Series events including slides, talking points, and other event materials as needed
    - Work in partnership with PR agency to develop media pitch angles, talking points, messaging and op-eds
  - Writing & Content Development
    - Collaborate with website consultants and contribute to Latina Institute web copy and blog post content; keeping it updated and introducing improvements and new features as time and resources allow
    - Contribute to a monthly partner Reproductive Justice column
    - Work with the Government Relations and Community Mobilization teams to translate a variety of research, policy analysis, and other materials into clear, succinct impact stories and external content such as website content, e-mail copy, case studies, fact sheets, infographics, press releases, presentations, and slide decks

- Work with social media manager on news and policy-related content and infographics that can be used on social media;
- Narrative and Additional Support
  - Support in the creation and maintenance of issue-related talking points
  - Distribute the weekly media roundups created by the PR firm to staff, board and other partners and optimize their utilization
  - Manage the copy editing and proofing of organizational written materials and presentation decks
  - Support content workflows, approvals, and calendars
  - Uphold Latina Institute's brand standards and style guidelines
- Strategic Planning:
  - Aid in the launch and implementation of Latina Institute's strategic plan focused on building our infrastructure
  - Fortify our Poderosa 'Mountain' leadership development and power-building model
  - Execute strategic campaign work
- Represent Latina Institute by attending meetings and convenings of stakeholders and partners
- Travel 25% to various locations around the country, including the New York or DC office spaces, to work from and participate in in-person events, meetings, etc.
- Other duties and responsibilities as assigned

**What You Will Need to Be Successful:**

- Bi-lingual fluency (Spanish and English) required.
- Deep commitment and understanding of reproductive justice, immigrant rights, Latina/x civil rights, social and racial justice. **An intersectional approach is a must.**
- A minimum of five years of progressive experience working in communications, public affairs, or community organizing for a non-profit organization, candidate, or issue-based electoral campaign.
- Applicable experience and understanding of grassroots organizing, public policy, media/ public relations, storytelling, and narrative shift.
- A deep understanding of the role that digital strategies play in news cycle-driven campaigns, with the ability to think across channels and adapt content through social listening and tools to monitor optimization.
- Experience developing and implementing issue-driven culture and narrative shift campaigns.
- Knowledge of a range of communications software, tools, and platforms including Meltwater, Cision and Google Alerts.
- Demonstrated experience with CRMs and data management software including EveryAction, ActBlue, WordPress and Google Analytics.

- Excellent writing and copy-editing skills for content and adaptability for website and email content.
- Strong time management, project management and prioritization skills for setting milestones in a fast-paced environment with competing projects.
- Ability to meet tight and shifting deadlines consistently with minimal supervision.
- Collaborative team player who takes (and gives) feedback constructively.
- Ability to develop, nurture and manage professional, respectful, and positive working relationships across all functional lines of the organization with a service driven mindset.
- Proven track record of building momentum and increasing results through consistent messaging and strong content delivery.
- Innovative mindset, with strong problem-solving and creative thinking skills.

**Salary Range:** \$75,000 - \$85,000 based on experience.

Our comprehensive package of benefits includes:

- Medical, dental, and vision plans
- Vacation, personal, wellness and sick time
- Retirement plan, including employer match
- Paid parental leave
- \$1,000 towards professional development/wellness

**Benefits:** The Latina Institute offers excellent benefits for full-time employees, including health/vision/dental insurance, 401(k) benefits, vacation, and sick leave.

**Application Procedure:** Please send your resume and cover letter via e-mail to [jobs@latinainstitute.org](mailto:jobs@latinainstitute.org). Please include in the subject line: **Applicant – Communications & Public Affairs Specialist**

National Latina Institute for Reproductive Justice is an equal opportunity employer, committed to inclusive hiring and dedicated to diversity in our work and staff. 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. Women, people of color, including bilingual and bicultural individuals, LGBTQ+ persons, and people with disabilities are encouraged to apply.