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VA Civic Engagement Coordinator Job Description

Organizational Description: 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 Latine across the country to fuel a larger reproductive justice movement.

Position Description:

Join Us in Building Power for Reproductive Justice!

Are you passionate about using civic power to fight for reproductive freedom, racial justice, and immigrant rights? The Latina Institute for Reproductive Justice is seeking a bilingual changemaker to lead civic engagement efforts across Virginia. This is a unique opportunity to activate Latine communities, build a grassroots base, and grow a movement that centers the lived experiences of our communities.

The Civic Engagement Coordinator will lead the development and implementation of Latina Institute VA's civic engagement strategy with a focus on volunteer recruitment, voter outreach, and political education. Under the direction of the Virginia State Manager, this position plays a key role in both electoral and issue-based campaigns that expand our movement base and deepen community power.

Location: Based in Northern Virginia

The Latina Institute operates as a remote organization but requires certain roles to be based in specific locations or to work in a hybrid capacity. **This position requires a home base within Northern Virginia** which include Arlington, Fairfax, Loudoun, and Prince William counties or the independent cities of Alexandria, Fairfax, Falls Church, Manassas, and Manassas Park.

Candidates must also be available to travel within the state of Virginia (up to 40%) to locations such as the Hampton Roads area and Richmond - to participate in and organize in-person events, meetings, and other activities.

Employee Status: Full time, exempt 40 hours per week, typically Monday through Friday, typically 8am – 6pm, but this will require a flexible schedule, including weekends and evenings.

Job Duties Breakdown:

50% - Developing and implementing a civic engagement and voter outreach program in VA (including recruitment, canvassing, phone and text banking)

25% - Working with the VA Field Organizer to create a pipeline of developing volunteers into future activists

15% - Data Management & Administrative Tasks which include, but are not limited to, data entry into programs like Every Action/VAN and Get Thru and, tracking and analyzing data from canvassing and banking efforts to improve outreach programs

10% - Assisting the State team as needed

Responsibilities include (but are not limited to):

Civic Engagement & Voter Activation:

- In coordination with the VA State Manager, develop a civic engagement and voter outreach program for Latina Institute VA.
- Coordinate, lead, and participate in civic engagement activities that include deep and regular door to door canvassing, street canvassing, phone banks and text banks.
- Train activists and volunteers in different types of canvassing, phone banks and text banks.
- Utilize digital tools to manage communication and track engagement with volunteers and activists.
- Train activists and volunteers in civic engagement tools, such as the VAN, miniVAN, EveryAction, ThruTalk, ThruText, etc.

Pipeline Development & Activist Recruitment:

- Recruit future activists from the existing Latina Institute VA base, leveraging our civic engagement tools to identify potential activists.
- Build a pipeline of Reproductive Justice supporters through voter outreach, who can be engaged by the VA Field Organizer to join the Latina Institute VA base and become activists.
- Collaborate with the VA team to mobilize and provide political education to a strong network of activists, as well as prepare for participation in lobby days, events, and other activities.

Data Management & Compliance

- In coordination with the VA State Manager, manage the VA team's EveryAction, Voter Activation Network (VAN), and GetThru accounts, ensuring data integrity.
- Track and analyze canvass results to improve outreach operations, reporting data and insights to inform future campaigns.
- Ensure that our activist and voter databases are organized and kept up to date.
- Consistently perform data entry.
- Build relationships with State Voices data personnel and state table data managers to support Latina Institute VA's voter engagement programs.
- Attend VA Civic Engagement table meetings and convenings as needed.
- Work with the state manager to ensure compliance with State Voices and Latina Institute civic engagement processes.

Administrative

- In coordination with the VA State Manager, develop internal workplan, track progress towards goals, and report on outcomes to key stakeholders.
- Track and record all lobbying efforts.
- Track and reconcile expenses related to civic engagement activities and travel.
- Help with grant reporting related to civic engagement activities.
- Provide administrative and logistical support for civic engagement campaigns, including vendor payments, timesheets, stipends, and event coordination.

Other

- Serve as a Latina Institute spokesperson for media and communications opportunities, as needed, representing Latina Institute VA's civic engagement work.
- Other duties as assigned.

What You Will Need to Be Successful:

- 1-2 years in political organizing or community engagement is required, with a strong preference for candidates who have experience in voter engagement or electoral campaigns. *Internships will not be counted as professional experience.*
- Experience in volunteer recruitment and coordination, particularly for advocacy or grassroots campaigns.
- Demonstrated ability to work with and activate underrepresented communities, especially Latine immigrants, within a civic engagement framework.
- Strong organizational skills with the ability to manage multiple tasks and prioritize effectively.

- Excellent interpersonal skills and the ability to motivate individuals and stakeholders from a variety of backgrounds.
- Proficient in using tools like VAN (Voter Activation Network), EveryAction, miniVAN, ThruTalk, ThruText, and other digital engagement platforms.
- Proficient in Microsoft Office Suite (Word, Excel, PowerPoint, Outlook) with the ability to adapt to various office tools.
- English and Spanish **fluency** in reading comprehension, writing and speaking is **required**.
- This position requires **30-40% travel**.

Salary Range: \$62,000 - \$65,000

Benefits: The Latina Institute offers excellent benefits for our employees. Some highlights of our comprehensive package of 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

Application Procedure: Please send your resume and cover letter via e-mail to **jobs@latinainstitute.org**. Please include in the subject line: **Applicant – VA Civic Engagement Coordinator**

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.