



1027 S. 5th Street Milwaukee, WI 53204 Ph: 414.643.1620 www.vdlf.org

Communications Director (full-time)

Voces de la Frontera is a national leader in the movement for immigrant and worker rights and the largest grassroots Latinx membership organization in Wisconsin. Led by low-wage immigrant workers and students, Voces works to protect and expand civil rights and workers' rights through leadership development, community organizing, and collective empowerment. Voces de la Frontera has chapters in Milwaukee, Racine, Madison, Green Bay/Fox Cities, Sheboygan, Manitowoc, Waukesha, Walworth County, Kenosha, and West Bend. Voces' student arm is called Youth Empowered in the Struggle.

We are seeking a bilingual Communications Director to work with members, staff, and the Executive Director to develop and implement a strategic communications plan to complement statewide organizing efforts to engage both immigrant and key non-immigrant constituencies to fight for justice for immigrants and all working class and poor people. This will include online, earned media, and internal communications directed toward members and allies. The position is based in Milwaukee.

The ideal candidate is deeply committed to the immigrant rights movement, an excellent writer, a news junkie, and committed to harnessing the power of social media for progressive change.

Note: This position will include work for both Voces de la Frontera and our 501c4 sister organization Voces de la Frontera Action, as part of our efforts to support pro-immigrant legislation and electoral candidates and raise up the Latinx and immigrant vote in the critical 2020 elections.

Job duties:

- Work with the Executive Director and program staff to develop and implement the organization's strategic communications plan, lead strategic planning process for communications.
- Work with Executive Director, staff, and member-leaders to create and implement communications strategy for campaigns.
- Develop talking points and prepare members and staff for speaking roles at public events and in the press.
- Manage and expand Voces' social media (currently Facebook and Twitter).
- Send email and text message blasts through Voces' database systems.
- Coordinate volunteers for peer-to-peer texting.
- Researching, writing, and preparing media packets and informational materials for meetings and events.
- Write press releases and press advisories, pitch media for coverage, and follow up with media for events and interviews.
- Monitor and track media outlets and archive news coverage.
- Maintain database of media contacts, allies, members, supporters, and contributors
- Make flyers and coordinate graphic design projects with staff and volunteers for flyers, posters, etc.
- Writing and translating bilingual written and online materials.
- Represent Voces in national communications calls, convenings, and press events when necessary.
- Supervise and collaborate with volunteers, interns and other communications staff
- Work with development staff to write and edit grants and grant reports as needed.

- Make and subtitle simple videos for social media.
- Taking photographs and video at events for social media.
- Supports organizational fundraising efforts such as May Day 2019 and annual Gala

Qualifications:

- Commitment to Voces de la Frontera's values, mission, and members.
- Fluency in English and Spanish
- Must be well-organized, self-motivated and able to work independently on multiple projects.
- Excellent writing abilities.
- Familiarity with platforms and programs like Canva, Photoshop, EveryAction, iMovie, and Microsoft Office and ability to quickly learn new software.
- Expertise in Facebook and Twitter.
- Familiarity with website management tools like Wordpress and platforms and experience with database-backed websites.
- Ability to access information and cope with shifting campaign needs efficiently and intelligently in a fast paced, rapidly changing environment.
- Commitment to working with diverse communities.
- Willingness to work evenings and weekends when needed
- Willingness and ability to travel.
- Must have reliable vehicle, car insurance and valid driver's license
- Commitment to bold progressive politics and action to expand what's possible for marginalized communities.
- Knowledge and interest in Wisconsin politics, the national immigrant rights movement, progressive social movements, and the fight for immigrant and worker rights.

Benefits:

- Generous health insurance plan: Health, vision, dental and life insurance. Health insurance coverage applies to employee and dependents
- Company phone OR reimbursement to personal phone if willing to utilize it for work purposes, in accordance with the Voces de la Frontera employee policy handbook
- Paid-time off includes: 80 hours vacation, 16 hours personal time, 40 hours sick leave, 3 days bereavement and paid holidays all in accordance with the Voces de la Frontera employee policy handbook
- 2019 wellness stipend package based on start date

Salary: \$42,000/annually plus benefits

Reports to: Executive Director

To apply:

Submit cover letter, resume and a writing sample of 3 pages or less to Natalia Espina, Operations Director – operations@vdlf.org. No Phone inquiries please. Deadline to apply is June 28th, 2019.

Voces de la Frontera is an affirmative action employer. Voces believes that all people are entitled to equal employment opportunity and does not discriminate in any matters on the basis of race, color, ethnicity, gender identity and presentation, religion or spirituality, age, national origin, ancestry, citizenship, physical or mental ability, sexual orientation, physical characteristics, marital status, pregnancy or parental status.