



## Manager, Communications

**The National Association for Latino Community Asset Builders (NALCAB)** represents and serves 100+ nonprofit organizations across the nation, which includes real estate developers, business lenders, economic development corporations, credit unions, and consumer counseling agencies.

NALCAB implements responsible, market-based strategies for strengthening underserved communities, rebuilding the ladder of economic mobility for low- and moderate-income Americans and supporting the economic integration of immigrants through equitable neighborhood development, investing in small business and building family financial wellness. In close alignment with its core programmatic activities, NALCAB operates a fellowship to invest in next-generation leadership within its Network and implements a training institute focused on culturally and linguistically relevant asset building services.

Our mission: *NALCAB strengthens the economy by advancing economic mobility in Latino communities.*

### Summary

Under direct supervision of the Director of Strategic Communications and Resource Development, in this leadership role, we will rely on you to be responsible for performing professional level work to manage programs created to:

- Drive the development of NALCAB's communications and marketing strategy and materials.
- Support the development of new donors/funding sources and the retention of existing sources.
- Support the development of NALCAB's national conference and training events.

### Essential Duties and Responsibilities

Including the following.

- Provide day-to-day management of NALCAB communications and marketing efforts to support investments in a national network of nonprofits that deliver real estate, small business and financial education services in Latino communities.
- Plan, organize, coordinate and supervise the efficient delivery NALCAB's varied communications products and services including: newsletters and other print publications; social media and online communications; templates and communication support to members; media and public relations; and marketing.
- Support the development and implementation of a strategic communications plan to advance NALCAB's brand identity; broaden awareness of programs and priorities; increase the visibility of its programs across key stakeholder audiences.
- Support the creation of a marketing/public relations strategy that will allow NALCAB to cultivate and enhance meaningful relationships with targeted, high level external audiences, including the media and key public officials.
- Support NALCAB's national training event platform by coordinating to host events, plan agendas, engage speakers, sponsors and attendees and communicate on outcomes.



- Engage NALCAB donors and prospective donors by communicating organizational goals, accomplishments, challenges, and strategies.
- Support fundraising efforts with relevant and engaging communications materials.
- Support the creation and delivery of communications reports to donors in collaboration with the program teams.
- Coordinate with staff to engage, contract and deploy third party consultants.
- Other duties as assigned.

### **Qualifications**

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required.

- Knowledge and experience with online media, social media, and website design.
- Knowledge of program and event planning.
- Outstanding written, verbal and interpersonal communication skills.
- Ability to understand, interpret and communicate data.
- Ability to multi-task and meet deadlines.
- Ability to communicate NALCAB organizational objectives to various stakeholders.
- Ability to establish and maintain effective working relationships with co-workers, management, clients, members, vendors, contract service providers and the general public.
- Bilingual (English/Spanish) a plus.
- Ability to maintain confidentiality of information.
- Ability to perform all the intellectual and analytical requirements of the position, including decision-making.
- Skill in utilizing a personal computer and associated software programs, including MS Outlook, Word and Excel.

### **Preferred Qualifications:**

- 2+ years nonprofit sector experience.
- Experience in CVENT software.
- Knowledge and experience with graphic design software, including Adobe Creative Suite.
- Experience in developing grant proposals and/or successful writing and editing experience a plus.

### **Work Environment**

The work environment characteristics described here are representative of those an employee encounters while performing the essential function of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. This position primarily performs its duties indoors and may be exposed to outdoors weather conditions and/or moving mechanical parts. The noise level in the work environment is usually moderate.



### **Physical Demand**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of the job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is occasionally required to stand; walk; sit; use hands to finger, handle or feel objects, tools or controls; reach with hand and arms; climb stairs, climb ladders, balance; stoop, kneel, crouch, or crawl; talk or hear. The employee must occasionally lift and/or move up to 50 lbs. Specific vision abilities required by this job include heavy visual acuity (close vision and ability to adjust focus) required to perform such activities as preparing and analyzing data and figure, using a computer and extensive reading and proofing. While performing the duties of this job, the employee is regularly required to talk or hear.

### **Education and Experience:**

Bachelor's degree in relevant subject area or equivalent work experience along with 3+ years' experience in communications/marketing including use of graphic design and development of a variety of media materials and experience supporting the development/retention of donors, OR in lieu of a degree, 5 years or more experience as described above.

### **Position Type**

Full – time

### **Compensation**

**\$46,750-\$63,250** commensurate on education and qualifications

### **EEO Category**

Professionals

### **Exempt Status**

Exempt

### **Benefits**

#### **Full Time:**

We value our employees' time and efforts. Our commitment to your success is enhanced by our competitive compensation and extensive benefits package including paid time off, medical, dental, vision, 401k with company match, and many other benefits as well as future growth opportunities within the company. Plus, we work to maintain the best possible environment for our employees where people can learn and grow with the company. We strive to provide a collaborative, creative environment where each person feels encouraged to contribute to our processes, decisions, planning and culture.

### **Location of Employment**

San Antonio, Texas



### To Apply

To respond to this opportunity, please email resume to:

<https://www.indeed.com/job/manager-communications-e50e54ded6466c0d>

Please add ***Manager, Communications*** in the subject line.

NALCAB is an equal opportunity employer.