

**Somos Un Pueblo Unido**  
**Communications Director**  
(Position Opens October 2024)

**Job Title:** Communications Director

**Location:** Santa Fe, New Mexico (Hybrid or partial remote work available)

**Position Type:** Full-time

**Compensation:** Competitive, commensurate with experience. Includes a comprehensive benefits package, such as paid sick leave, accrued vacation, 401k match, and paid holidays.

**Organization Overview:**

Somos Un Pueblo Unido is an immigrant-based, statewide racial and economic justice organization. We focus on organizing immigrant families and low-wage workers across eight counties in New Mexico. Through our grassroots efforts, we build long-term power, advocate for civil and worker rights, and strengthen communities. Our strategies include community education, leadership development, litigation, grassroots policy and legislative advocacy, community-based research, and civic engagement.

**Position Overview:**

The Communications Director will be responsible for increasing public awareness of Somos Un Pueblo Unido's mission, program and policy initiatives. This role includes building a small communications team to effectively meet the organization's strategic communication goals.

**Key Responsibilities:**

- Develop and align public relations, donor relations, and campaign communications strategies.
- Cultivate relationships with media outlets, community partners, and government agencies to promote campaigns, events, and press conferences.
- Create compelling messaging strategies and draft press releases.
- Serve as the primary media contact, coordinating media requests and follow-up.
- Keep members, donors, and allies informed through newsletters, action alerts, and other updates.
- Manage and update the organization's social media platforms.
- Travel throughout New Mexico to coordinate Somos media events.
- Measure and report on the effectiveness of communications initiatives.
- Provide media training for Somos members and staff.
- Oversee staff and consultants responsible for website maintenance, graphic design, polling and research, and social media.

**Qualifications:**

- A strong commitment to social, economic, and racial justice.
- Excellent writing and oral communication skills in both English and Spanish.
- Prior experience in the communications field, preferably within a nonprofit or advocacy setting.
- Experience in supervising staff and/or contractors.
- Willingness to work evenings and weekends as necessary.
- A valid driver's license. Mileage compensation and car rental options available for work-related travel.
- Proficiency in relevant software and platforms such as EveryAction, Constant Contact, Excel, Adobe, Canva, or similar tools.

**How to Apply:**

Please send your resume, cover letter, and a writing sample to Adda Sallard, Administrative Director, via email at [adda@somosunpueblounido.org](mailto:adda@somosunpueblounido.org). Be sure to include "Communications Director Position" in the subject line of your email.