



Director of Communications

The National Association for Latino Community Asset Builders (NALCAB) is a national membership organization representing 200+ nonprofits that serve diverse Latino communities in all 50 states, Washington, DC and Puerto Rico. With offices in San Antonio, TX and DC, we are a grant maker and US Treasury-certified Community Development Financial Institution (CDFI).

We support our members through training, funding, policy advocacy and resources to amplify the impact of their programs and services. Working together, the NALCAB network is able to affect real change.

NALCAB Network members invest in their communities by building affordable housing, addressing gentrification, supporting small business growth, and providing financial counseling on issues including credit building and homeownership.

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

Summary

Under the direct supervision of the Senior Director of External Affairs, the Director of Communications plays a vital leadership role within NALCAB's Executive Staff. As a key member of the External Relations team, this position oversees and drives all organizational marketing and communications efforts. The Director will be responsible for shaping and amplifying NALCAB's voice, leading strategic communications initiatives, and enhancing brand visibility across diverse platforms. This dynamic role calls for a creative leader with a passion for impactful storytelling and a commitment to advancing NALCAB's mission through innovative communication strategies.

Essential Duties and Responsibilities

- Develop and implement an integrated strategic communications plan to advance NALCAB's brand identity; broaden awareness of its programs and priorities; and increase the visibility of its programs across key stakeholder audiences including NALCAB network members, policymakers, and funders.
- Create marketing strategies that will allow NALCAB leadership to cultivate and enhance meaningful relationships with targeted, high-level external audiences, including the media and key influencers.
- Support the implementation of NALCAB's 2025-2028 Strategic plan to include the alignment of an annual communications plan with goals and objectives of the strategic plan.
- Representing NALCAB at conference through public speaking engagements, and panel discussions with the ability to clearly communicate about NALCAB's mission, programmatic work, and overall impact.
- Identify challenges and emerging issues faced by NALCAB in partnership with the leadership team and programmatic staff to recognize internal and external communications opportunities and solutions and define and execute appropriate strategies to support them.
- Lead the generation of online content that engages audience segments and leads to measurable



action. Decide who, where, and when to disseminate.

- Put communications vehicles in place to create momentum, awareness, and measurable engagement, tracking the effectiveness of activities over time.
- Oversee the development, distribution, and maintenance of all print and electronic collateral, including newsletters, brochures, annual reports, e-newsletters, and the NALCAB website.
- Manage and mentor a communications team to support the development and execution of the communications strategy.
- Cultivate and maintain relationships with media outlets/contacts to pitch stories for publication, respond to requests for comment, and share resources on stories related to the work of NALCAB and its network members.
- Stay current with trends and best practices in nonprofit communications and digital engagement, recommending and adopting innovative technologies and strategies to enhance NALCAB's outreach and engagement efforts.
- Support NALCAB's external events such as, NALCAB's national conference, cafecitos, and public policy events, including the creation and delivery of communications deliverables to donors in collaboration with programmatic teams.
- Supervision and development of direct reports with an emphasis on professional development, learning, and contributing to building a strong organizational culture

Qualifications

- A bachelor's degree in journalism, communications, or related field is required, an advanced degree is strongly preferred.
- 7-10 years of professional experience as a public relations, communications or marketing practitioner performing a variety of public relations, communications, and/or marketing activities.
- Demonstrated skill and comfort in proactively building relationships with top-tier reporters and editors, and in successfully positioning a subject matter with the media to achieve high-impact placements.
- Experience with successful writing and editing experience (externally focused) with a variety of print and online communications media.
- Demonstrated experience and leadership in managing a comprehensive strategic communication, media relations, and marketing program to advance an organization's mission and goals.
- Creative and thoughtful on how new media technologies can be utilized to advance messaging.
- A minimum of five years' experience in planning, writing, editing, and production of newsletters, press releases, annual reports, marketing literature, and other print publications and directories.
- Innovative thinker, with a track record for translating strategic thinking into action plans and output.
- Experience in building, mentoring, and coaching a communications team.
- Excellent judgment and creative problem-solving skills, including negotiation and conflict



resolution skills.

- Proficiency in digital marketing strategies, including social media management, SEO, and analytics, to drive online engagement and visibility.
- Energetic, flexible, collaborative, and proactive; a team leader who can positively and productively impact their team.
- Ability to operate as an effective tactical as well as strategic thinker.
- Ability to understand, interpret, and communicate data.
- Ability to maintain confidentiality of information.
- Ability to perform all the intellectual and analytical requirements of the position, including decision-making.
- Skilled in utilizing a personal computer and associated software programs, including MS Office Suite, and online email marketing platforms.

Preferred Qualifications:

- 4+ years nonprofit sector experience.
- Bilingual English/Spanish
- Knowledge and experience with software products such CVENT or other event software, SharePoint, Concur, TSheets, Smartsheets, and membership management software.

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.

Core business hours are 8:30AM to 5:00PM CT whether working remotely or in the office.

Position Type

Full time

Compensation

San Antonio \$85,000 - \$102,000 / DC (salary differential) \$107,100-\$128,520
Commensurate on education and qualifications

Benefits

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 organization.

Location of Employment

San Antonio, Texas
or Washington, DC



To Apply

To respond to this opportunity, please email resume to:

<https://insperity.avature.net/careers/JobDetails?jobId=19802>

Also please add Director of Communications in the subject line.

EEO Statement

NALCAB is committed to providing an environment of mutual respect where equal employment opportunities are available to all applicants and staff without regard to race, color, religion, sex, pregnancy, national origin, age, physical and mental disability, marital status, sexual orientation, gender identity, gender expression, military and veteran status, and any other characteristic protected by applicable law. NALCAB believes that diversity and inclusion is critical to our success, and we seek to recruit, develop, and retain the most talented people from a diverse candidate pool.