



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: The Latina Institute is seeking a Bilingual (English/Spanish) and dedicated individual who is passionate about reproductive justice, social justice, and racial justice to help expand and strengthen Latina Institute VA's civic engagement efforts.

Under the guidance of the Virginia State Manager, the **VA Civic Engagement Coordinator** will lead the development and implementation of the state team's civic engagement strategy, with an emphasis on base-building and voter outreach. The Coordinator will support both electoral and issue-based campaigns, as well as to promote political education and activism within the community.

Location: Northern VA

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. For this position, the role is based in Northern VA, and candidates must be available to travel within 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 canvassing, phone and text banking)

25% - Working with the State 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 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:

- Prior experience in political organizing or community engagement is required.
- 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 diverse individuals and stakeholders.
- 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 required.
- This position requires 30-40% travel.

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

Benefits: The Latina Institute offers excellent benefits for full-time employees, including health/vision/dental insurance, 401(k) benefits, vacation, and sick leave.

Our comprehensive package of benefits includes:

- Medical, dental, and vision plans
- Vacation, personal, wellness and sick time
- Retirement plan, including 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, uniformed services member status, disability or any other characteristic protected by law.