



VOTOLATINO

FOUNDED IN 2004

ENGAGING A
NEW GENERATION
OF LATINX VOTERS

EXECUTIVE DIRECTOR LEADERSHIP PROFILE Washington, DC

Voto Latino is a grassroots political organization focused on educating and empowering a new generation of Latinx voters, as well as creating a more robust and inclusive democracy.

TABLE OF CONTENTS

A Unique Opportunity	<u>Page 3</u>
The Mandate	<u>Page 4</u>
The Candidate	<u>Page 5</u>
The Organization	<u>Page 6</u>
The Relationships	<u>Page 8</u>
The Location	<u>Page 8</u>

A UNIQUE OPPORTUNITY

Voto Latino and its foundation are engaging and uniting a new generation of Latinx voters in the political and civic process. The Latinx community is the fastest growing segment of Americans. In 2020 Voto Latino shattered previous voter registration efforts and facilitated the registration of 612,000 voters, raised \$34M for voter turnout and mobilized 3.9 million new and low propensity voters. Its targeted approach in key battle ground states assured the will of the Latinx community was felt in local and national elections.

Voto Latino Foundation (c)3 and Voto Latino (c)4 are the leading Latinx voter registration and advocacy organizations in the country. Founded in 2004, they have made a sizable impact on the political process, and are well-positioned to shape the political landscape. Through innovative digital campaigns, culturally relevant programs and authentic voices, Voto Latino shepherds the Latinx community towards full realization of its political power.

Its advocacy work evolves with the pressing issues of our time. For example, Voto Latino, in partnership with Media Matters, and former Democratic National Committee Chair, Tom Perez, has just launched a [campaign](#) to address disinformation, aimed at the Latinx community. It will, for the first time, establish the systems and network necessary to help combat misinformation and disinformation that further polarizes and isolates Latinx voters.

Voto Latino has grown rapidly and evolved from a start-up organization to a trusted cutting edge, technology-driven leader in the Latinx community. As the work has evolved and grown in sophistication, so too must the organization. Voto Latino seeks an Executive Director to take this organization to its next level of impact. Working in partnership with Founding President Maria Teresa Kumar, the Executive Director will be a thought partner in developing and executing the strategic plan, building and systematizing internal operations and expanding Voto Latino's reach with state-led organizations and mid-level donors.



THE MANDATE

The Executive Director will bring an authentic passion for voting rights and registration, civic engagement and empowerment of the Latinx community. The new leader will understand the power of leveraging communities and the need to adapt to a dynamic and fluid environment in service of Voto Latino's mission.

The Executive Director will be an experienced and facile manager of people. He/she/they will be adept at translating vision into daily priorities, bringing focus and clarity to organizational roles as Voto Latino continues to grow, managing fiscal and human resources and galvanizing teams around common goals and ideas. More specifically, the ED will:

1. Provide overall management and strategic direction.

- Oversee both Voto Latino's 501 efforts as well as Voto Latino Foundation's efforts.
- Provide information, advice, and counsel to the President in developing the strategic direction of the organization.
- Create and implement policies and programs based on the strategic direction.
- Develop, implement, and accomplish the organization's annual work plan.
- Administer overall operation of the organization including:
 - Reviewing and evaluating the results of program activities
 - Ensuring continuing contractual obligations are being fulfilled
 - Allocating resources for greater program effectiveness and efficiency
 - Developing organizational and administrative policies and program objectives for Board consideration

2. Represent the organization in public forums.

- Liaise with State Table Executive Directors and counterparts at various national and state-level organizations.
- Present Voto Latino findings and programming to key stakeholders and mid-level donors.
- Assure the organization and its mission, programs, products and services are consistently presented in a strong, positive image to relevant stakeholders.

3. Manage and lead the day-to-day operations of the staff.

- Work with team to conduct and oversee implementation of strategic plan.
- Hire, develop, motivate, manage and retain outstanding staff.

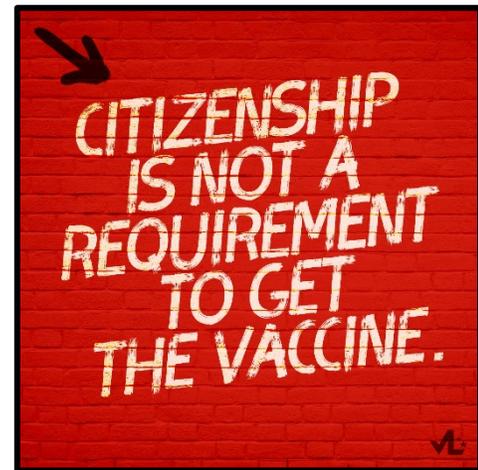
- Inspire and manage cross-functional teamwork and sharing of best practices.

4. Provide financial oversight.

- Give direction regarding revenue and expense management, budgets and financial implications of strategic planning and growth.
- Work with financial operations team to oversee financial management of the organization.
- Develop and implement the annual budget.
- Ensure all contractual obligations are followed and met.

5. Develop and guide Voto Latino programs and key initiatives.

- Define problems, collect data, establish facts, and draw valid conclusions.
- Develop and oversee national organizational campaigns.
- Continue cutting edge electoral work and enfranchisement.
- Improve programming while collaborating with partner organizations on programming and research.



THE CANDIDATE

The ideal candidate will be a mission-driven, collaborative leader with the cultural competence and expertise to develop and lead the staff and organization to its next level of impact, and the ability to advance the mission externally. The Executive Director will oversee both the (c3) and (c4) and have:

- Managed, grown and led an organization to a greater level of impact.
- Strong financial, business acumen and decision-making skills.
- Capacity as a strategic thinker who can think on their feet in a fast-paced environment.
- The stamina and risk profile to embrace and drive innovation.
- A deep understanding of voter registration and voter turnout techniques.
- Strong relationships with national elected officials and state level community-based organizations and funders.
- Knowledge of the principles, and techniques of political campaigns.
- An understanding of marketing campaigns and public relations.
- Demonstrated competence in interpreting a variety of technical instructions in mathematical or diagram form.

- Experience managing effectively up and down within an organization and across with outside partner organizations.

Personal assets will include:

- Demonstrated commitment to enfranchise, educate and celebrate the Latinx community.
- A results-driven orientation with a collaborative, inclusive, team-oriented leadership style.
- The ability to make decisions and execute a plan with excellence.
- Honesty, integrity and an approach to leadership that respects, lifts and values the voices of others.
- Excellent written and verbal communication skills.

THE ORGANIZATION

Voto Latino was founded by a small group of leaders including actress and activist Rosario Dawson and social entrepreneur, advocate and political strategist Maria Teresa Kumar, for the purpose of creating a unified voice for Latino youth and young adults on issues that impact their lives on a daily basis. It quickly became clear that this was more than an awareness campaign. Since its launch at MTV studios in New York City seventeen years ago, Voto Latino has far exceeded the original vision of its founders. More than an organization, Voto Latino has taken a courageous idea and grown it into a movement that now commands tremendous respect, wields strong influence and attracts considerable financial support.



Through innovative digital campaigns, culturally relevant programs and authentic voices, Voto Latino shepherds the Latinx community towards full civic and political engagement.

Three key areas ground Voto Latino's work:

1. Raising awareness of key political issues throughout the Latinx community.

Voto Latino is a hub of practical information about seminal issues in society, and in particular, how these issues impact the Latinx community. Given the current problems around information, social

media and trust, Voto Latino's platform and digital resources strive to provide facts and consistent baseline information that inspire trust, catalyze voter engagement and help voters become informed regarding positions of political candidates. Areas of information include [health care](#), [police brutality](#), [paid sick leave](#), [the environment](#), [gun violence prevention](#), [immigration](#), [fair pay](#), [reproductive justice](#), [education](#), [student debt](#) and [voting rights](#).

2. Driving growth in Latinx voter registration.

Registering voters and enabling impact at the ballot box is core to Voto Latino's strategy and programs. Voto Latino provides prospective voters with information and tools to help streamline voter registration and answer common questions about policies and issues. This includes sharing of information through traditional methods of [convening](#) as well as leveraging digital and social media. These efforts have been incredibly successful. Since its inception, Voto Latino has registered more than 1.1 million new voters.

3. Strategically utilizing innovative technology.

Tools that leverage technology to scale voter registration are an essential part of Voto Latino's work. Through [web-based](#) and [mobile platforms](#) Voto Latino's tools provide a powerful weapon to confront disinformation and disenfranchisement. Voto Latino helped pioneer [VoterPal](#) – launched at South by Southwest (SXSW) in 2016 - an app that enables voter registration via mobile device, and provides information about the registration process, candidate positions, Covid-19 protocols and runoff information. Voto Latino also launched the 'Be Counted' campaign, which included a bilingual mobile phone app which enabled Latinos to fill out the 2010 census on their phones.

The organization has an operating budget for the 2020-21 budget cycle of \$25M (\$40M in total when factoring in the recently launched disinformation campaign initiative) a committed staff of 15 and a dedicated and influential board that includes other well-known figures such as America Ferrara and Wilder Valderrama. Voto Latino has established itself as a formidable source of information and influence for Latinx communities across the United States.

THE RELATIONSHIPS

Reports to:	<ul style="list-style-type: none">• The President of Voto Latino
Manages:	<p>The talented Voto Latino staff of approximately 15, and will have three direct reports including:</p> <ul style="list-style-type: none">• VP of Policy and Campaigns• VP of Communications• VP of Data and Analytics <p>Finance and Administration, and Fundraising are currently handled by valued consultants.</p>
Plays a leadership role with other key stakeholders including:	<ul style="list-style-type: none">• State, local and federal elected officials and staff• Partner organizations with complimentary missions• Current and prospective donors

THE LOCATION

Voto Latino is based in Washington, DC.

For potential consideration or to suggest a prospect,
please email

VotoLatino@BoardWalkConsulting.com

or call

Crystal Stephens, John Sparrow or Diane Westmore at 404-262-7392.
