

**Director, Latino Media
Planned Parenthood Federation of America - National Office
New York, New York / Washington, DC**

The Director of Latino Media for Planned Parenthood Federation of America (PPFA) will be primarily responsible for:

- Developing and executing media relations and other communications strategies to reach Latino audiences. This includes targeted outreach and story pitching to Latino media and popular culture outlets (English and Spanish) and to general news organizations with large Latino audiences.
- Promoting Latino awareness of PPFA's critical role as a provider of preventive health care and family planning to millions of Americans from every community, including the Latino community.
- Promoting policy and advocacy goals of PPFA.
- Working with New Media staff to increase PPFA's relevance to new supporters and to engage Latinos in PPFA advocacy campaigns.
- Providing training and resources to help the national organization and more than 80 local affiliates generate local media coverage of interest to Latino audiences. Targeted outlets include mainstream news organizations, Spanish-language papers and radio stations, local TV, blogs, and other venues.
- Serving as a member of the national media team and participating frequently in efforts to pitch stories of interest to other audiences in addition to Latino audiences.

Due to the pace of this search, interested candidates should apply quickly. Applications will be reviewed as received and interviews will be granted on a rolling and immediate basis. A full position description and application instructions may be found here:

<https://plannedparenthoodext.hire.com/viewjob.html?erjob=53227>