Government Relations Business and Marketing Assistant

Develop relationships with Federal Government Agencies leading to funding for Hispanic-serving communications initiatives

Hispanic Communications Network (HCN) www.hcnmedia.com located near the White House in Washington, DC seeks a Government Relations Manager who is a graduate in business, marketing, political science or related field to identify government agencies that currently are, or ought to be, developing media outreach campaigns to serve US Hispanics.

HCN is a full-service cause marketing organization that includes La Red Hispana, the largest Spanish-language educational radio network in the US covering 90% of US Hispanics. In addition to its radio services, HCN provides weekly editorial services to Spanish-language newspapers, and runs multimedia campaigns on a variety of platforms including television, digital and social media. HCN leverages the power of media to educate and connect Latino communities to resources so they can improve their own health and that of their families and communities as well as have access to financial literacy, homeownership, energy efficiency, women’s rights, education, environment awareness, solve problems related to immigration and become more engaged in civic participation and voting, to name a few arenas. To better achieve this goal, HCN seeks a skilled Government Relations person to assist HCN in identifying potential government or non-profit sponsors for its media outreach campaigns and communications campaigns.

The core goal of Government Relations manager (GRM) is to assist HCN in securing business contracts with federal agencies and national non-profits that have a mission to provide information or services and who need to do so in Spanish. This will enable them to reach more Spanish-speakers and will allow HCN to pay its staff and talent to develop national Hispanic-serving multimedia campaigns that inform, inspire and connect the country’s fastest growing communities to information and resources that improve quality of life. The Government Relations Manager will work with senior staff, including the Director of Business Development, to determine which government agencies have a mission to assist Hispanic families and communities; and, to identify potential client and funding opportunities where HCN should build relationships within government and non-profit organizations whose goals align with those of HCN. Research includes: identifying potential clients and partners; collecting information on their current initiatives and specific needs; and, scheduling meetings with key decision-makers for Business Development (BD) team to explore new business prospects and informing these potential clients about the growing Hispanic population and how HCN can help the federal agencies and selected non-profits fulfill their own mandates. The GRM will regularly monitor federal contracts and grants websites that publish requests for proposals (RFPs) and solicitations, and provide the BD Team updates on recent contracts and awards that may be subcontracting opportunities for HCN. She he will also identify government agencies that ought to be doing this kind of outreach and will meet with appropriate officials to educate them about how they could more effectively reach Hispanics.
The GRM will receive some mentoring from senior staff and will gain skills related to researching, identifying and solidifying new client relationships with the overall goal of funding social marketing campaigns that benefit the Hispanic community. Additionally, the successful GRM may have opportunities to develop social marketing projects from conception and recruit allies, consultants and staff to execute funded projects. The GRM should see her/his efforts result in the funding and execution of national multimedia campaigns including radio and other forms of outreach. This will provide the GRM with measurable experience in assisting non-profit and socially responsible businesses in their development efforts, resulting in tangible deliverables – including samples of national media campaigns funded by the Intern’s work – for inclusion in their resume.

The ideal GRM candidate will have the following qualifications.

Skills:
- Provide quick and savvy research via online searches and phone inquiries.
- Ability to call people and enroll them in the HCN vision so they become allies.
- Consolidate and deliver research on time.
- Populate databases using Salesforce and run reports by various categories.
- Experience creating PowerPoint presentations, including graphics, images and text.
- Knowledge of Hispanic culture & demographics beneficial.
- Bilingual beneficial.

Qualities:
- Must be proactive, organized and self-motivated.
- Interest and passion for serving US Latino communities to improve quality of life.
- Reliable and timely.
- Interest in learning about the business process within a wide variety of entities, including federal government agencies, non-profits and national PR firms.

The position pays a base of $14 - $20/hour depending on experience. While working in the Washington DC office/studios is preferred, periodic telecommuting is also a possibility.

Applicants must submit a very detailed letter of interest, resume, salary history and references to hcnmediajobs@gmail.com with “Government Relations Assistant” in the subject line. Qualified applicants will be contacted for a telephone interview. If appropriate they will then be invited to come to the HCN headquarters to do an on-site research and writing assignment prior to meeting with the person/s making the hiring decision.