CAA Communications Director

Salary: $90,000- $135,000 annually, excellent benefits

Hours: Full-time, 40 hours per week

Deadline: Open until filled

About CAA

Chinese for Affirmative Action was founded in 1969 to protect the civil and political rights of Chinese Americans and to advance multiracial democracy in the United States. Today, CAA is a progressive voice in and for the broader Asian American and Pacific Islander community. We advocate for systemic change that protects immigrant rights, promotes language diversity, and remedies racial and social injustice.

At the grassroots level, our community building work nurtures the ability of immigrants to participate fully in civic life. These activities include leadership development for Chinese American immigrants, employment services for limited-English proficient newcomers, outreach and referrals for immigrant legal services, and community education underscoring issues that impact our constituency.

CAA also leads advocacy to inform and shape public discourse, enact improvements to public policy, generate systemic change, and build social justice movements. This advocacy includes community-based research; public policy, budget, and legislative work; grassroots community education and media campaigns; multi-lingual strategic communications; and active coalition and movement building across a variety of communities.

With local offices anchored at its San Francisco Chinatown headquarters, CAA also maintains an active State policy presence through an office and partnership in Sacramento, and statewide and national advocacy through English and Chinese-language strategic communications and a variety of active relationships with allies.
In addition, CAA helps lead and fiscally sponsors Stop AAPI Hate, a coalition with the Asian Pacific Policy and Planning Council (A3PCON) and the Asian American Studies Department of San Francisco State University. Stop AAPI Hate’s data, advocacy, communications, community engagement, and community-based safety strategies are making an impact against the rise in anti-Asian hate at the local, state and national level.

**Position Overview**

Reporting to the CAA Co-Executive Directors, the primary role of the CAA Communications Director is to lead the planning and implementation of communications that advances our work in social justice and civil rights. The ideal candidate should bring experience in communications strategy and narrative building, social justice marketing, and communications leadership.

We are looking for a creative leader and experienced strategist who can manage a communications team. This role is responsible for the successful execution of the CAA marketing and communications strategy, which will span digital and traditional media and involve brand development, creative storytelling, stakeholder communications, and more. This role will also support Communications efforts related to Stop AAPI Hate’s work.

An exempt position, the Communications Director will work 100% remotely until Winter 2021 but will eventually work hybrid in person and remote from Chinese for Affirmative Action’s San Francisco office.

**Areas of Responsibility**

**Strategy & Leadership Responsibilities**

- Lead the development of a comprehensive communications strategy for CAA, in addition to playing a leading role in Stop AAPI Hate’s communications
- Amplify, strengthen, and identify new ways to enhance CAA’s voice and brand
• Manage the development and use of CAA’s mailing and donor lists, Board updates, and other stakeholder communications
• Coordinate with leadership on internal communications
• Work with program leadership to develop storytelling strategies to demonstrate impact and influence to donors, supporters, and other stakeholders
• Build a culture of narrative storytelling, and communications across the organization as a tool for driving social change

**Management Responsibilities:**

• Prepare and manage communications budget
• Manage a growing communications team that consists of a Communications Manager and contractors such as writers and designers
• Maintain proactive and responsive relationships with vendors supporting digital communications, website development, writing, marketing, earned media/public relations, and content development

**Identity & Content Strategy Responsibilities**

• Maintain and grow relationships with third-party communications vendors that manage design, web developers, media listening, community management, print production, and other services.
• Review, strengthen, and manage CAA’s branding, visual identity, and style guidelines
• Develop and implement digital media strategy for CAA
• Play a leading role in Stop AAPI Hate’s digital media strategy
• Lead the generation of online, print, and media content and storytelling that engages varying audience segments with specific metrics
• Develop a strategy to measure impact, influence, and reach of communications activities
• Manage the development, distribution, and maintenance of all print and electronic collateral including, but not limited to, e-newsletters, annual report, and fundraising appeals
• Lead website redevelopment and coordinate website maintenance to ensure that new and consistent information is updated

Public Relations and Press
• Guide the strategy on press outreach, including messaging in press releases, creation of press kits and materials, interview preparation, and responses to media requests
• Expand the organization’s capacity to engage with AAPI-language press and work closely with the Chinese Digital Engagement team to drive coverage in Chinese-language earned media

Desired Qualifications
• 7-10+ years experience in communications, public relations, or a related field
• Proven experience in the design and execution of narrative strategy, nonprofit and/or social justice marketing and communications, digital strategy, and public relations
• Management experience inspiring a team and highly collaborative style
• Excellent communication and public speaking skills
• Strong analytical and problem-solving abilities.
• Excellent writing/editing and verbal communication skills
- Self-starter, able to work independently, and entrepreneurial; enjoys creating and implementing new initiatives
- Strong decision-making instincts
- Excellent knowledge of social media platforms and social media marketing

To apply, please email a cover letter and resume to employment@caasf.org. In the subject line, please write “CAA Communications Director.” In your cover letter, please address the following questions: What about our mission or values inspires you? What has been your most impactful work or life experience so far, and why?

CAA is an equal opportunity employer. Women, people of color, LGBTQ individuals, and immigrants are encouraged to apply. We will consider qualified applicants with arrest and conviction records.

---------------

Chinese:

华促会沟通总监

薪资: $90,000- $135,000/年, 福利优厚

工作时间: 全职工作，每周40小时

截止日期: 目前开放申请中，直到招满为止

关于华促会

华人权益促进会(CAA)成立于1969年，我们坚守保护华裔美国人的公民和政治权利，推动美国多种族民主的使命。今天，华促会(CAA)代表的是广泛的亚裔和太平洋岛民社区的进步声音。我们主张进行系统性变革，以增强社会公平公正，同时致力于解决社区面临的挑战。
我们的社区建设工作从基层做起，培养移民全面融入公民生活的能力。这些活动包括帮助华裔移民培养领导力、为英语水平有限的新移民提供就业服务、扩大移民法律服务资源服务的范围，以及通过社区教育强调影响选民的问题。

华促会（CAA）带领的倡议工作为公众提供资讯和塑造公共论述，改善公共政策，促成系统性变革，并参与推动社会正义的运动。倡导工作包括以社区为本的研究；公共政策、预算和立法进程；基层社区教育和媒体宣传；多语言战略沟通；以及在各社区中积极寻求合作并开展运动。

我们在旧金山唐人街总部设有办公室，华促会（CAA）还通过与在萨克拉门托的办事处和合作方，积极参与和州政策相关的活动，并通过英文和中文的宣传以及与盟友的紧密合作，在加州和全国范围内发声。

此外，华促会与亚太政策和规划委员会（A3PCON）和旧金山州立大学亚裔美国人研究系共同领导并在财政上赞助了“停止歧视亚太裔”（Stop AAPI Hate）。制止亚太裔仇恨组织的数据、宣传、沟通、社区参与和基于社区的安全战略正在对地方、州和国家层面的打击反亚裔仇恨事件产生影响。

职位介绍

华促会沟通总监将向联合执行主任汇报，主要职责是领导传播工作的规划和实施，推动我们在社会正义和公民权利方面的工作。理想的候选人应该在传播战略、社会正义和传播领导方面拥有经验。

我们正在寻找一个有创意的领导者，同时也是经验充足的战略家，候选人需要能够管理传播团队。这个角色负责执行华促会的营销和传播战略，包括数字和传统媒体，其中涉及品牌发展、创意故事、利益相关者沟通等。这个角色还将支持“停止仇恨亚太裔”（Stop AAPI Hate）有关的沟通工作。

本职位为豁免职位（exempt position），沟通总监岗位在2021年冬季之前将100%远程工作，之后将在华人权益促进会旧金山办公室进行线下和远程混合工作。

岗位职责
战略和领导职责

- 带领制定华促会的全面沟通战略，并在“停止歧视亚太裔” (Stop AAPI Hate) 的传播工作中发挥主导作用。
- 扩大、加强和确定新的方式来帮助华促会发声并打造品牌
- 管理华促会的邮件和捐赠者名单的开发和使用，董事会的更新，以及其他利益相关者的沟通。
- 在内部沟通方面与领导层保持协调
- 与项目领导层合作，制定讲分享策略，向捐赠者、支持者和其他利益相关者展示我们带来的影响和成就。
- 建立一种表达文化，在组织内用于沟通，并帮助推动社会变革。

管理职责

- 编制和管理传播方面的预算
- 管理一个不断壮大的传播团队，该团队由一名通讯经理以及作家和设计承包商等组成
- 与支持数字媒体通信、网站开发、写作、营销、赢得的媒体/公共关系和内容开发的合作方保持积极的关系。

内容战略职责

- 维护和发展与第三方通信服务方的关系，这些供应商负责管理设计、网络开发人员、媒体倾听、社区管理、印刷品制作和其他服务。
- 审查、加强和管理华促会的品牌建设、视觉特征和风格指南。
- 为CAA制定和实施数字媒体战略
- 发挥领导作用，停止亚太经合组织的数字媒体战略
- 引导生成线上、线下和媒体内容和故事，以具体的指标吸引不同的受众群体
制定衡量传播活动的影响，影响力和范围
管理所有印刷和电子资料的开发、分发和维护，包括但不限于电子通讯、年度报告和筹款呼吁。
领导网站的重新开发，协调网站的维护，以确保新的信息得到更新。

公共关系和新闻职责
指导新闻宣传战略，包括在新闻稿中含括的信息，创建新闻资料和材料，准备采访，回应媒体要求
扩大组织与亚太裔多语言媒体接触的能力，并与中文数字媒体互动团队密切合作，推动中文媒体的报道。

岗位要求
在传播、公共关系或相关领域有7-10年以上的经验
在设计和执行叙事策略、非营利组织和/或社会正义的营销和传播、数字策略和公共关系方面有丰富的经验
有激励团队的管理经验和合作风格
优秀的沟通和公共演讲能力
较强的分析和解决问题的能力
优秀的写作/编辑和口头沟通能力
自我激励，能够独立工作，具有创业精神；喜欢创造和实施新的方案
优秀的决策的能力
对社交媒体平台和社交媒体营销有深入的了解

如果有意申请，请将英文求职信(Cover Letter)和简历通过电子邮件发送至employment@caasf.org。请在邮件标题中包含“CAA Communications Director”。在提交
In your application, please answer the following questions. How do our mission or values inspire you? What is the most impactful work or life experience to date, and why?