COMMUNICATIONS MANAGER

POSITION OVERVIEW

AAPI Equity Alliance (AAPI Equity) is seeking an experienced Communications Manager to lead and implement a comprehensive strategic communications program to advance civic engagement, capacity building, and policy advocacy. Reporting to the Deputy Director, the Communications Manager is responsible for activating AAPI Equity’s mission, goals and programs among stakeholders, managing daily communications activities, including media relations, social media and digital platforms and content development.

The Communications Manager will interface with AAPI Equity’s Board of Directors, committees, staff, partner organizations and vendors on AAPI Equity’s initiatives, including Stop AAPI Hate; health-related initiatives like COVID-19 vaccination outreach and domestic violence prevention; and civic engagement programs such as voter engagement and redistricting.

The ideal candidate possesses excellent written, oral, and organizational skills and is experienced in communications strategy, community engagement and project management in a nonprofit environment. Experience and knowledge of issues impacting Asian American and Pacific Islander (AAPI) communities and current events is essential. This is an opportunity to work with a small, close-knit team in a values and mission-driven environment.

AAPI Equity Alliance, formerly Asian Pacific Policy and Planning Council (A3PCON), is a coalition of over 40 community-based organizations, advocating for the rights and needs of the more than 1.5 million AAPI community members in the greater Los Angeles area, through civic engagement, capacity building, and policy advocacy.

RESPONSIBILITIES

Communications Strategy
- Co-develop and implement a comprehensive strategic communications plan designed to increase understanding and awareness of AAPI Equity among target audiences
- Promote and manage AAPI Equity’s consistent brand through multiple channels and platforms
- Build a culture of storytelling and communications across the organization and members
- Develop and implement media and digital media strategy, including media outreach, digital marketing, social media and website
- Develop strategies to measure impact, influence, and reach of communications activities
- Identify, and maintain knowledge of industry trends and issues and best practices in communications for the nonprofit field and policy organizations
- Manage AAPI Equity’s mailing and donor lists, Board updates, and stakeholder communications

Media Relations and Social Media
- Working with media relations consultant, develop and implement media relations strategy
- Manage creation of press kits, media pitching, interview preparation
- Develop and leverage media relationships, coordinate media requests, identify new opportunities including placement of news stories, op-eds digital, broadcast and radio coverage
- Maintain editorial calendar and manage social/digital media strategy across all platforms, including Facebook, Instagram, Twitter, and LinkedIn, blog, newsletters
- Coordinate media tracking and analysis

**Content Management**
- Writer and editor for external communications (e.g., remarks, messaging, talking points, presentation decks), including drafts for the Executive Director, as needed
- Develop and manage the production of communication collateral, liaison with website developer
- Create and implement email content to diverse audiences including AAPI Equity’s members, community leaders, donors, and policymakers

**QUALIFICATIONS**
The ideal candidate should possess:

**Values and Shared Beliefs**
- Knowledge of history, current events, cultural norms and nuances affecting AAPI communities
- Engagement with diverse communities, including AAPI communities and faith-based groups
- Understanding of AAPI LGBTQIA+ issues and concerns
- Professional conduct and ability to abide by confidentiality and HIPAA rules
- Reflective, curious and a life-long learner; strong work ethic and high level of integrity

**Education & Experience**
- Bachelor’s degree, 3-7 years demonstrated experience in Communications, Marketing, Journalism, Public Relations, or related field. Nonprofit experience highly desirable.
- Experience in communications, branding, social media platforms, database management
- Knowledge of nonprofit/social justice marketing and communication principles and strategies
- Experience in content development of narrative strategy, digital strategy, and public relations

**Skills**
- Well-organized, self-directed, highly motivated, ability to work independently and in a team
- Entrepreneurial mindset; experience creating and implementing new initiatives
- Outstanding organizational and project management skills, with attention to detail, ability to work under pressure; ease at managing competing demands
- Collaborative team player, ability to support team members as needed across the organization for high-priority projects or events
- Strong analytical problem-solving skills, ability to effectively communicate with diverse audiences using multiple platforms
- Proficiency in Microsoft Office, Google Suite, Google analytics, Slack, and Trello
- Familiarity with Social Media management software (such as HootSuite, SproutSocial, Buffer, Percolate), Blogging Tools (Wordpress), Email Service Providers (Mailchimp, Constant Contact, CovertKit), and Graphic Design (Adobe Photoshop, Illustrator, Canva); experience with a donor database is a plus
- Ability to work flexible hours, including some evenings and weekends

**COMPENSATION AND BENEFITS**
This is a full-time, exempt position (40 hours/week). The salary range is $60,000-75,000 annually, commensurate with experience. Benefits include paid vacation and sick leave, reimbursement for health and dental insurance, and a budget for technology. This position will be hybrid (60% remote, 40% in-person) through mid-2022. Position available immediately.

**TO APPLY**
Candidates should send an email to Norbert Tan, Deputy Director, at NTan@AAPIEquityAlliance.org with the subject line “AAPI Equity Alliance Communications Manager - [Your Name]”. The email should attach, in one PDF (do not send separate PDFs), the following items:

- Cover letter (1 pages)
- Resume (Maximum 2 pages)
- Writing sample (Maximum 2 pages)
- Professional references (3)

Candidates are encouraged to apply ASAP as applications will be reviewed and decisions will be made on a rolling basis.

AAPI Equity Alliance is an Equal Opportunity Employer, which does not discriminate on the basis of race, creed, color, gender, age, ethnicity, national origin, sexual orientation, religion, HIV status, disability, or marital status.