



## Communications Manager

**National CAPACD seeks a full-time Communications Manager to maintain engagement with our network and deepen our online presence.**

The National Coalition for Asian Pacific American Community Development (National CAPACD) is a progressive coalition of local organizations that advocate for and organize in low-income Asian American and Pacific Islander (AAPI) communities and neighborhoods. We strengthen and mobilize our members to build power nationally and further our vision of economic and social justice for all.

With increased national visibility, National CAPACD seeks to grow our Communications team so we can more comprehensively position ourselves as a leading national voice on racial and economic justice and the AAPI community. The Communications Manager will expand our capacity to inform and engage with our network, including our members, policymakers, funders, media, and individual donors. They will work closely with the Director of Communications and staff across the organization to document our organizational impact and highlight our members through regular e-blasts and on our online platforms, particularly our website and social media accounts. This is a full-time position based in our Washington, DC office, and reporting to the Director of Communications.

### **Roles and Responsibilities Include:**

- Develop and disseminate National CAPACD's e-blasts to our network, particularly our monthly newsletter, including coordinating with other staff, inputting content, and cultivating audience lists;
- Manage and update National CAPACD's website, work with other staff and external consultant as appropriate to update content and respond to technical issues;
- Manage and maintain our presence on social media platforms, such as Facebook, Twitter, LinkedIn, and Instagram (this will include coordinating staff and member requests);
- Track media coverage of National CAPACD and our members;
- Organize and grow our digital content, including photos, videos, and webinar recordings;
- Develop and execute strategies and tools to collect member stories;
- Develop compelling digital content, such as infographics, to share data and information more widely and reach broader audiences;
- Manage and update staff-wide communications calendar;
- Respond to relevant inquiries on National CAPACD's online platforms, including monitoring responses to e-blasts and messages on social media accounts;
- Evaluate digital impact and success through quarterly reports, including updating a digital engagement dashboard; adapt engagement strategies accordingly.

### **Other Functions and Responsibilities:**

- Work with National CAPACD teams as appropriate to execute essential roles and responsibilities;
- Represent National CAPACD in external communications coalitions, as needed;
- Assist with other communications tasks, including some writing, as needed;
- Assist with National CAPACD events, including our biannual Building CAPACD Convention;
- Attend all-staff meetings and events.

NATIONAL COALITION FOR ASIAN PACIFIC AMERICAN COMMUNITY DEVELOPMENT  
Communications Manager Job Posting

**Required Qualifications:**

- Minimum of 2-3 years of work experience in a nonprofit, community-based organization, including demonstrated experience in communications work;
- Minimum of 5 years of work experience in general;
- Proficiency with web-based communication and social media tools;
- Strong interpersonal and written communication skills;
- Highly organized with the ability to multitask and work effectively through rapid deadlines;
- A team player with a demonstrated ability to work well in a small, highly collaborative environment;
- Authorization to work in the United States without Visa sponsorship.

**Desired Qualifications:**

- Deep commitment to social justice issues and demonstrated understanding of how issues of racial, gender, and economic justice impact AAPI communities and other communities of color;
- Experience managing online platforms such as website and social media accounts, including knowledge of WordPress;
- Basic technical knowledge of coding and programming;
- Experience with layout and graphic design software;
- Demonstrated ability to engage and solicit stakeholders for content, input, and feedback;
- Demonstrated ability to convey information on relevant issues to both narrow and broad audiences.

**Physical Factors:**

- Ability to remain in a stationary position to operate a computer (and other office productivity machinery), and manual dexterity to operate a keyboard, for extended periods of time;
- Ability to occasionally lift objects weighing up to 10 pounds;
- Must be able to travel domestically with overnight stay, at least 2-3 times per year (when travel is safe).

**Working Conditions:**

- Moderate noise (i.e. business office with computers, phone, and printers; light traffic);
- Ability to work in a confined area indoors.

**Compensation:**

The Communications Manager is a full-time, exempt position based in our Washington, DC office. Annual salary range is \$60,000 - \$75,000, depending on background and experience. Comprehensive benefits package includes health, dental, vision, life and disability insurance, and a 403(b) plan.

**To Apply:**

Applications will be accepted until position is filled. Please email cover letter and resume to [apply@nationalcapacd.org](mailto:apply@nationalcapacd.org), with Communications Manager Application as the subject line. **Only complete applications will be considered.**

National CAPACD is an Equal Opportunity Employer. People of color, members of the LGBTQ community, people with disabilities, and women are strongly encouraged to apply. Accommodations for applicants may be available upon request. No calls, please.

7/6/2021