



Communications Coordinator Job Announcement
Applications Due: March 25, 2022
Start Date: April 14, 2022

POSITION SUMMARY

The Asian Pacific Institute on Gender-Based Violence (API-GBV) has created a new position for a top-performing Communications Coordinator to support digital media and content projects. We are looking for a motivated and results-oriented candidate with integrity; a positive, can-do attitude; and excellent written and verbal communications skills. Ability to multiple-task is a must. This position will work in close collaboration with our team to coordinate communications strategies, media relations, social & digital media, and content services.

This position is a full-time (40 hours per week), non-exempt position. Our main office operations are currently located in Oakland, California with other staff working from various locations within the US. We currently have 10 board members and anticipate growing from 12 to 20 staff members this year. This position can work remotely from outside the Bay Area while maintaining close communications to the team. Our ideal start date is April 14, 2022.

JOB RESPONSIBILITIES

- General Communications (50%)
 - Coordinate and collaborate on the implementation of comprehensive marketing, communications, and public relations strategy and calendar
 - Successfully expand the image and position of API-GBV both locally and nationally
 - Develop and produce content to engage and educate audiences across various channels, including newsletters, blogs, graphics, website, social media, and other local and national platforms
 - Oversee the development and maintenance of API-GBV's website, including analyzing user traffic to identify areas of growth
 - Produce monthly newsletters, press releases, event announcements, and organizational print and electronic materials
 - Communicate programs and strategies through campaigns and actions, including writing appeals and other calls-to-action
 - Research and collect information and data for content and communications strategy, including collecting data internally from program staff to disseminate publically

- Stay apprised of current trends and topics within the field, including awareness days and months, in order to align API-GBV messaging
 - Work closely with the staff to ensure that communication and marketing needs, and goals are identified and achieved
 - Facilitate organizational communications rapid response to critical events
 - Communicate to internal and external stakeholders the critical issues and promising practices affecting AAPI communities as well as issues affecting all survivors of gender-based violence
 - Identify and research media outlets, producers, editors, and reporters receptive to API-GBV's message
 - Coordinate media interest in the organization, coordinate responses to media requests, and support ongoing contact
 - Pitch television, radio, print, and online media and secure stories for placement
 - Ensure brand uniformity across API-GBV's training and technical initiatives, research projects, public policy initiatives, and overall communications
 - Periodically review API-GBV's communications strategy with the Program Manager, HHS to identify opportunities for growth
 - Share API-GBV communications and graphics with community based organizations
 - Uplift community based organizations communications, if applicable
- Events and Campaigns (25%)
 - Plan and spearhead communications events and campaigns to strengthen public relations and organizational visibility in consultation with team
 - Help manage and drive in-person and virtual events and campaign rollouts, including developing email invitations, managing invitation lists
 - Organize online events, performing outreach and marketing, creating social sharing toolkits, managing "day of" social media and more
- Grant Management and Deliverables (25%)
 - Ensure implementation of grant-required communication and marketing deliverables
 - Ensure timely submission of monthly and quarterly statistical reports for grant-related projects
- Additional Responsibilities
 - Participate in training, work groups, forums, etc. that forward the organization's initiatives, presence, and influence
 - Other duties and projects as assigned

QUALIFICATIONS

Education and/or Experience:

- 3-5 years of relevant communications experience; digital communications experience is highly preferred.

- Training in Marketing and Communications;
- Proven experience with communications research and strategy; media relations; developing content for various audiences; digital engagement best practices
- Experience with political campaigns a plus

Knowledge, Skills & Abilities

- Team player with a positive can-do attitude, ability to work independently to produce high quality work products, and manage multiple clients and projects
- Belief in the mission and values of API-GBV
- Excellent written and oral communication skills
- Knowledge of and facility with social media platforms
- Knowledge of basic press and media relations practices
- Experience working with language interpreters and translators, or non-English language media
- Ability and desire to stay plugged into what's happening in the mass media and popular culture
- Ability to work collaboratively with co-workers and volunteers
- Professional, well organized and strong attention to detail
- Committed to excellence, and eager to constantly learn and grow
- Highly motivated, and results oriented, able to complete tasks efficiently in a fast paced environment
- Flexible and able to work cooperatively under pressure
- Bilingual/Multi-lingual (AAPI-ME/English) and knowledge of the AAPI/ME community and gender-based violence issues preferred

ORGANIZATIONAL RELATIONSHIPS

Reports to Program Manager, HHS and will work collaboratively with internal team members and external project partners.

Compensation: Starting salary \$58,195 per annum (based on 40 hrs per week/100% FTE). We provide an excellent benefits package including medical, dental, vision, basic life and disability insurance, 401K and paid vacation/health & wellness time.

Contact: Please send letter of interest, resume and the names and contact information of three (3) professional references in a **single PDF document** to HR@api-gbv.org by March 25, 2022.

Working Environment

API-GBV strives for diverse, equitable, and inclusive work environment and does not discriminate on the basis of race, color, religion, creed, national origin, sex, age, (dis)ability, marital status, sexual orientation, gender identity, language, place of residence, political affiliation, veteran status, status regard to public assistance, or any other class protected by local, state, or federal law.

Travel Requirements – Outside of the context of COVID-19, there may some travel required.

The above statements are not intended to encompass all functions and qualifications of this position; rather, they are intended to provide a general framework of the requirements of the position. Job incumbents may be required to perform other functions not specifically addressed in this job description.