

Posting Date: August 30, 2019

Position Title: Communications Associate

Reports to: Communications Coordinator

Duration: Regular

Hours: 30 hours/week

Compensation: \$17/Hour DOE, transit subsidy, data plan credit, paid time off starting at two weeks per year, seven paid holidays annually, and professional development subsidy.

Consideration of candidates begins 2 weeks from posting date, & will continue until the position is filled.

The Asian Pacific American Network of Oregon (APANO) and APANO Communities United Fund is looking for a motivated and culturally responsive Communications Associate to support our communications efforts. The ideal candidate will be tech savvy and have strong writing and editing skills, be creative, and social justice oriented. Your values should align with those of APANO. A successful candidate will have a range of opportunities to develop skills, knowledge, and confidence in working for social justice. The ideal candidate is movement-oriented and is excited to work to build a dynamic, queer-friendly, multi-ethnic, API-centered and led, intergenerational organization.

About APANO

APANO envisions a just and equitable world where Asians and Pacific Islanders are fully engaged in the social, economic and political issues that affect us. APANO's key strategies are base-building, leadership development, civic engagement, coalition building, strategic communications, policy advocacy, and campaigns. We are organizing and uniting low-income, limited English proficiency, immigrant and refugee API communities, activists and allies statewide in order to improve prosperity for all Oregonians.

Specific duties include:

General Communications Support (40%)

- Support communications team in implementing communications plans and strategies.
- Help Comms Team develop content for annual editorial calendar and implement production of content (e-blasts, blogs, multimedia content, social media, news media pieces, etc.)
- Play a critical role in establishing and maintaining a consistent voice for all stakeholders throughout the organization and on our external communications outlets.
- Work collaboratively with Communications Team to build messaging and APANO's voice
- Work with staff and members to record, write, and edit stories to support organizational and/or programming work, and assist with content creation as needed including photos and/or video

Social Media (30%)

- Manage the day to day posting, monitoring, and engagement on all APANO social media accounts, weaving in organizational work, coalition campaigns, and national/state news.
- Track national, state, and local news and distill information that is pertinent to APANO's work.
- Work with APANO programs to maintain a monthly editorial calendar for APANO's social media platforms that fits within the overall digital strategy, campaigns, projects, events, etc.
- Work with Communications Coordinator to craft social media strategy
- Field member messages in social media inboxes
- Create and lead strategic ad campaigns on Facebook

Analytics/Metrics (10%)

- Track and analyze social media and website metrics with monthly reporting and strategically respond to trends

Website Support (10%)

- Support in managing APANO website, including content development and editing, blog publishing and general upkeep

Events (10%)

- Attend major events and assist in the documentation and promotion of events both before and after, and also documenting with social media during

Qualifications:

The ideal candidate will have:

- Commitment to racial justice, online advocacy, and digital strategic communications.
- Extensive knowledge of Asian and Pacific Islander communities and issues.
- A strong interest in following national, state, and city news.
- Excellent writing and editing skills.
- Experience with Squarespace.
- Familiarity and comfort with at least one content management system (Sprout Social, etc.).
- Ability to write engaging blog posts and content for social media platforms.
- Understanding of importance analytics of making data-driven decisions.
- Experience with Facebook and Google ads.
- Highly organized, serious attention to detail and adherence to deadlines.
- Ability to adjust quickly, to learn on the fly, and to write in a variety of formats.
- Excellent team player who is also capable of self-direction.

HOW TO APPLY

We will begin receiving and reviewing applications on a rolling basis. A completed application includes an electronic document attachment (PDF or Microsoft Word in 12pt font) combining:

- Cover letter (1 pages max) clearly outlining the specific skills and knowledge you bring to the job and how they are a good fit with the responsibilities of the position.
- A resume (2 pages max) detailing relevant experience, work history, education and accomplishments.
- 1 writing sample.

Please send your complete application packet to jobs@apano.org and include "Communications Associate" in the subject line of your emailed application. For more information, please contact Jeanette Li at jeanette@apano.org.

APANO CUF celebrates diversity and is proud to be an Equal Employment Opportunity and Affirmative Action employer. We do not discriminate based upon race, religion, color, national origin, gender (including pregnancy, childbirth, or related medical conditions), sexual orientation, gender identity, gender expression, age, status as a protected veteran, status as an individual with a disability, or other applicable legally protected characteristics.