



A Community Foundation

Asian Pacific Fund – Manager of Strategic Communications

About the Asian Pacific Fund

The Asian Pacific Fund is a community foundation with a mission to strengthen the Asian and Pacific Islander (API) community in the Bay Area by increasing philanthropy and supporting the organizations that serve our most vulnerable community members. The Fund is the only foundation dedicated to improving the lives of the Bay Area’s Asians and Pacific Islanders with knowledge of the community’s needs and nonprofits who are making the most impact.

We do this by mobilizing resources, making grants, providing technical assistance, and showing up as a strategic thought leader on issues facing our communities. Since 1993, the Fund has given more than \$10 million in grants and support to a network of 80+ API-led and serving nonprofit organizations. These organizations, known as “affiliates,” are at the forefront of addressing a wide range of needs and issues in the API community including senior and youth services, health and well-being, counseling, legal services, advocacy, civic engagement, and arts and culture.

The Fund is a 501(c)(3) nonprofit organization. For more information, please visit our website at www.asianpacificfund.org.

Manager of Strategic Communications

The Manager of Strategic Communications is a new position that will play a key role in expanding the Fund’s visibility and influence. The Fund is in a critical stage of growth and the Manager of Strategic Communications will be charged with helping to reposition the brand of the Fund, building on its 30-year history while inspiring new action necessary for the next 30 years.

Reporting directly to the President & Executive Director, the Manager of Strategic Communications will develop, implement, and maintain our strategic communications strategy, including infrastructure, key messaging, and platforms. In addition, s/he will be responsible for operationalizing this infrastructure in collaboration with other functional areas, our Board of Directors, and our non-profit partners (called “affiliates”). This is an excellent opportunity for a communications professional interested in working in multiple areas of communication to support a mission driven organization to increase its impact.

Key Areas of Responsibility

Communications Planning and Oversight

- Ensure all facets of communications are executed and aligned with the Asian Pacific Fund's Mission, Vision, and Values
- Create communications policies and procedures for the organization and provide training and technical assistance to staff and Board to support those policies and procedures
- Develop, implement and oversee a short- and long-term communications and visibility strategy for the organization, including key goals, target audiences, key messages, platforms, and indicators of reach / impact
- Monitor, assess, and make recommendations for strategic communications opportunities and coordinate partnerships that will increase the Fund's visibility and thought leadership
- Create, manage, and update social media content calendar
- Stay current on communication and practices that will most effectively meet the needs of the organization
- Identify and track key performance metrics that inform the impact of communications work, analyze the effectiveness of the plan, update tactics as needed
- Develop, manage relationships with, and oversee contractors for communications services (e.g., graphic designers, web developers, photography / video, collateral material production)
- Ensure communications are consistent and integrated across the organization and functional areas, including online, social, print and at in-person events
- Steward the brand and public-facing look and feel of the organization's communications

Content Development and Information Management

- Develop communications including talking points, key messages, presentations, and pitches in support of the Fund
- Build the Fund's staff, Board, and affiliate strategic communications capacity
- Engage with Fund's affiliates to foster storytelling through email, social media, and digital platforms
- Regularly write and post social media content that increases engagement with the Fund, its visibility and thought leadership
- Design templates, presentations, collateral, and printed materials, including brochures, fliers, etc. to support programmatic and general communication
- Design graphics and edit images for social media content, emails, newsletters, and other collateral (end of year campaigns, anniversary campaigns, convenings and programmatic events)
- Respond to media inquiries or stakeholder requests for information related to the issues or initiatives of the Fund, as needed

Website Management

- Update, implement, and maintain the overall structure, design, and plan for the Fund's website
- Manage website content updates
- Ensure web pages are well developed and current

- Manage ongoing website maintenance, security, and accessibility requirements
- Work with information technology and web-services support staff to address website needs

Board Management

- Partner with the President & Executive Director to develop Board materials and content

Other duties as assigned

Qualifications

- A minimum of 5 years of experience in strategic communications, preference to those who have led the development and execution of communications strategies (editorial, digital, campaign) targeting the API community
- Passionate about narrative change, storytelling, and racial justice
- Exceptional project management skills, setting and meeting deadlines, and time management
- Comfortable working in a fluid environment where priorities may change quickly
- Adept at developing strategic partnerships
- Proficiency in technical applications and platforms including:
 - Full Microsoft Suite - Word, Excel, PowerPoint, Outlook, Access, Teams, OneDrive
 - Graphic design applications – Canva, Adobe Suite preferred (InDesign, Illustrator, Photoshop)
 - Communications and social media platforms - Mailchimp, Twitter, Instagram, Facebook, LinkedIn, Vimeo
 - Website management software - WordPress and Google Analytics preferred
- A demonstrated commitment to diversity, equity and inclusion
- A successful track record in setting priorities; keen analytic, organization and problem-solving skills that support and enable sound decision making
- Excellent communication and relationship building skills with an ability to prioritize, negotiate, and work with a variety of internal and external stakeholders
- A natural team player who enjoys supporting and collaborating with colleagues
- Ability to see the big picture and think strategically while also being able to execute tactical tasks
- Personal qualities of integrity, credibility, and a proven commitment to addressing issues facing the Asian and Pacific Islander communities

Compensation and Start Date

This full-time position offers a salary of \$80,000 - \$85,000 per year depending on experience, flexible working hours, largely remote work (except for monthly in-person meetings), a collaborative work environment, and a benefits package that includes generous vacation, medical and dental insurance, 403(b) retirement savings plan, and the option of taking part in pre-tax transit benefit program. The ideal start date is Winter / early Spring 2023 but is negotiable.

Application Process – PLEASE READ CLOSELY:

Interested candidates should send a cover letter and resume by email to

jobs@asianpacificfund.org with the subject line: “Strategic Communications: Your Name.” The cover letter should say why you are interested in this role and how your experience and skills are relevant. No phone calls or email inquiries, please.