



Job Title:	Communications and Research Manager	Department:	
Reports to:	Associate Director	Effective Date:	

The Coalition of Asian American Leaders (CAAL) envisions a just and joyful future where all Minnesotans, regardless of background, have the power to shape decisions that affect us and can live with dignity in thriving and caring communities. CAAL is a network of Asian American leaders whose mission is to harness our collective power across ethnicities, age groups, and sectors to improve the lives of communities by connecting, learning, and acting together. We believe our democracy thrives when all communities are visible, included, and fully engaged in key systemic decisions that impact our lives. We embrace the diversity of our community and believe that if we can work together, moving beyond silos, we help ensure a more prosperous future for all Minnesotans.

We seek a Communications and Research Manager who will be responsible for the implementation and supervision of all communications strategies to help achieve the organization's goals and reach intended audiences in impactful ways. The Communications and Research Manager is an integral part of our team, responsible for managing the brand and voice of CAAL.

Responsibilities:

Communications

- Plan and develop CAAL's messaging and communications in alignment with organizational, campaign and program goals
- Develop and operationalize communications procedures to support effective internal and external communications
- Manage digital and print publications, CAAL's social media presence, email communications, website management, earn and paid media, content management, and video production
- Develop and oversee the execution of social media campaigns specifically for targeted influencers and decision makers, CAAL network leaders and donors
- Oversee the design and creation of flyers, brochures, postcards, banners, conference programs, signage, ads and other printed and digital materials
- Support staff in writing/distributing press releases and media advisories
- Build and maintain relationships with local and national media contacts, and pitch stories to amplify our impact, increase coverage and shift mainstream narrative surrounding Asian MN communities
- Collaborate with cross-functional teams – from program, operations, administrative and so on to produce content and execute on communications and promotions
- Collaborate closely with the Development and Fundraising team to create targeted messaging to grow our donor base of individual and sustaining donors
- Ensure consistent messaging across the organization and constituents by ensuring brand identity and providing strategic promotion of current events

- Assess effectiveness of all communication strategies, test methods to evaluate effectiveness of marketing messaging, social media usage, timing of releases, and audience targeting

Research

- Conduct and analyze research in economics, education, immigration, and anti-Asian hate, as well as, any other issues that require data and research analysis
- Develop compelling marketing materials and narratives based on research findings to support marketing and fundraising efforts
- Compile complex research into informative booklets and ensure all materials are accurate, clear, and engaging
- Gather and analyze data to drive design and strategy
- Collect feedback and response
- Oversee research projects
- Other duties as assigned

Requirements:

- 2 to 5 years of related experience required
- Experience managing communication, editorial calendars, media vendors and public relations
- Experience using web, design software, digital and social media platforms (LIST OF PLATFORMS USED: Facebook, Twitter, Instagram, YouTube, LinkedIn, SEO/SEM, E-Communications, Video, Google Analytics)
- Strong writing, copy editing and content management skills
- Excellent verbal and written communication skills
- Excellent interpersonal skills and demonstrated resilience and openness in dealing with challenges
- Ability to think and communicate strategically across a variety of stakeholders
- Strong project management skills and able to take ownership and drive activities to completion
- Basic WordPress skills – administration, maintenance, updates, and page creation
- Strong commitment to social justice and community-centered designs

Additional Qualifications Considered:

- Bachelor's degree in Communications, Marketing or related field preferred
- Bilingual fluency in other Asian languages
- Relationships with ethnic and mainstream media outlets

Salary and Benefits:

This is an exempt position with a salary range of \$50,000-\$65,000. CAAL offers all employees full health, vision, and dental coverage, workers comp, long term disability, basic life insurance, a 401K retirement plan, 10 days of holiday, and generous paid time off.

To Apply:

Please email your resume and cover letter to hr@caalmn.org. Please include "Communications Manager" in the subject line.

CAAL is an equal opportunity employer. We celebrate our rich diversity and are committed to creating an inclusive environment for all employees.