

**Center for Asian Americans United for Self-Empowerment**  
**Director of Communications Job Description**  
**Posted: March 2014**

**About CAUSE:**

Founded in 1993, Center for Asian Americans United for Self Empowerment (CAUSE) is a 501(c)(3) nonprofit, nonpartisan, community-based organization with a mission to advance the political empowerment of the Asian Pacific American (APA) community through voter registration, and education, community outreach, and leadership development.

**Position Summary:**

The Director of Communications is responsible for setting and guiding the strategy for all communications, website, and public relations messages and collateral to consistently articulate CAUSE's mission. The Director of Communications will ensure that CAUSE is viewed as the primary source, disseminator, and conduit of information within its diverse network and constituent base.

**Principle Duties:**

This role requires experience and knowledge about public relations and marketing, especially in social media (i.e. website, Facebook, Twitter, YouTube, etc.). The position also involves maintaining a positive image of the organization, and expanding a network of ethnic press to promote events. In addition, the Director of Communications is responsible for reaching out to the community and creating a greater presence for CAUSE in the general public.

The Director of Communications will work closely with the Executive Director and the Director of Programs on a variety of strategic initiatives.

Specific duties include:

- Develop, implement, and evaluate the annual communications plan across the organization's target audiences; manage branding strategy and ensure that the organization's message is consistently communicated
- Lead the generation of online content that engages audience segments and leads to measurable action (decides who, where, and when to disseminate)
- Oversee all content creation for the organization
- Put communications vehicles in place to create momentum and awareness as well as to test the effectiveness of communications activities; actively seek new marketing strategies
- Track and measure the level of engagement within the organization's networks over time
- Manage the development, distribution, and maintenance of all print and electronic collateral including, but not limited to, newsletters, brochures, website, and social media outlets
- Make final reviews of all materials (i.e. fliers, newsletters) before publishing
- Coordinate webpage maintenance – ensure that new and consistent information (article links, stories, and events) are posted regularly
- Compose and post blogs about current events and recruit community members as bloggers
- Educate and train staff and volunteers on how to interact with the press and how to properly

represent CAUSE

- Supervise and provide direction to interns and vendors
- Compose and distribute press releases and post event releases in various languages
- Reach out to ethnic press and form relationships with reporters and editors; manage all media contacts
- Direct the press during events
- Manage all digital archives (i.e. video clips, press clippings, articles, etc.)
- Assist the team with the production of events

**Reports to:** Executive Director and Board Chairman

**Qualifications:**

- Bachelor's degree required; advanced degree desirable
- Demonstrated success in communications, marketing and/or branding
- Proficiency in/able to learn quickly the following: Adobe Creative Suite, Microsoft Office, CRM and database tools, email marketing software (i.e. Constant Contact/MailChimp)
- Experience in event production preferred
- Highly collaborative; experience developing and implementing communications strategies
- Strong writing/editing and verbal communication skills
- Exceptional time management and organization skills
- Excellent problem-solving and decision-making skills
- Strong administrative skills, including the ability to manage many projects simultaneously and to set priorities
- Ability to work independently and as part of a team
- Ability to take knowledge and transform it into exciting and useful messages, and disseminate it to the right audiences through the best distribution channels
- Result-oriented, self-starting, and willing to work beyond 9AM-6PM as needed; understanding that this job is very hands-on and requires flexibility

**Salary:** Commensurate with experience; full-time exempt salary position which includes benefits such as health, dental, vision plan.

**Location:** The position will be based in Pasadena in southern California.

Please send your resume, cover letter, and writing samples/portfolio samples to [carrie@causeusa.org](mailto:carrie@causeusa.org). The position will be open until filled.