



Communications & Media Manager Job Description

CAA AV: Organizing Asian Communities is seeking a Communications & Media Manager. The Communications & Media Manager is primarily responsible for developing and implementing a compelling and coherent organizational narrative. This position is responsible for developing a CAA AV-wide communications strategy, building and managing press relationships and managing the organization's social media.

About CAA AV

CAA AV's purpose is to develop the leadership of working class Asian immigrants to make a significant intervention in the gentrification of NYC by building neighborhood power in Chinatown and Queens. Chinatown and Queens are neighborhoods where Asian immigrants are one of the driving forces of the working class, and could potentially shift the long-term political landscape of the city. Our strategy is to build neighborhood power to (1) defend our neighborhoods by fighting against speculative and luxury development; (2) fight for more housing for the working class in these neighborhoods; and (3) build enough power to constrict our opposition, the real estate industry.

Key Responsibilities

The Communications and Media Manager's specific responsibilities include, but are not limited to:

Communications Strategy and Narrative

- Working with CAA AV's leadership team and organizing chapters to develop a cohesive organizational narrative, across press, social media, web presence, print materials, etc.
- Developing physical and digital materials that tell a consistent story while being responsive to the particular needs of chapters and campaigns
- Regularly attending CAA AV member meetings, planning, and actions to develop time sensitive narratives and communications materials
- Managing consistency across CAA AV's materials (eg logo, tote bags, hats, shirts, etc.)

Press Relations and Media Management

- Identifying and building relationships with media contacts across all forms of media, including traditional, digital, and ethnic media
- Writing press releases, successfully pitching and placing stories about CAA AV's campaigns, and tracking press coverage
- Support on media training with CAA AV staff and members and preparation for any upcoming media stories

Digital Media

- Managing CAA AV's online presence, including CAA AV's website and social media (Twitter, Instagram, Facebook, etc.)
- Regularly updating CAA AV's supporters, including through regular newsletters, e-blasts, social media, website, etc.
- Supporting online fundraising campaigns through editing social media and e-blasts where needed.

Qualifications

The ideal candidate will have:

- Experience with leading communications and narrative strategy development
- A track record of successfully placing stories in traditional, digital, and ethnic media.
- Ability to create physical and digital materials
- Experience managing organizational social media
- Ability to meet deadlines and manage multiple projects at the same time
- Strong commitment to CAA AV's strategy and values
- Ability to work flexible hours, including evenings and weekends
- Familiarity with NYC organizing landscape, the dynamics of organizing working class Asian immigrants and/or land use and public policy
- Experience in other Left, base building, organizing and/or movement organizations
- Ability to speak Chinese and/or Bangla a plus, but not required

This is a full-time, exempt position (40 hours/week) with benefits including fully paid health insurance, 20 vacation days a year, professional development and work from home stipends, and more. The salary for this position is \$65,000. We currently have a hybrid return to office policy, working in the office fully masked and from home, and this may change pending how the pandemic



evolves. This position is based in New York City.

To Apply

Please send a cover letter and resume to jobs@caaav.org with subject heading: COMMS & MEDIA MANAGER. We will review applications on a rolling basis, but priority will be given to applications submitted by July 21, 2023. CAAAV is an equal opportunity employer. Women, immigrants, LGBTQ, people with disabilities, and people of color from low-income communities are strongly encouraged to apply. Due to the high volume of calls, please do not call. Applicants will be notified for an interview by email.