



## **Job Description**

**POSITION:** Director of Marketing and Communications

**REPORTS TO:** Executive Director

The Asian American Journalists Association (AAJA) was founded in 1981 by a small but visionary group of Asian American and Pacific Islander (AAPI) journalists in Los Angeles who felt a need to support one another and to encourage more Asian Americans and Pacific Islanders to pursue journalism at a time when there were few AAPI faces in the media. AAJA expanded into a national organization in 1985 with the formation of additional chapters.

***Our Culture:*** AAJA has grown as a non-profit educational organization with more than 1,700 members in 20 chapters across the U.S. and one in Asia. AAJA's programs focus on serving professionals, students, AAPI communities and advancements in the industry. Close to one-third of AAJA's members are students, attesting to the organization's emphasis on bringing young people into the news business.

As AAJA's Director of Marketing and Communications, this individual will have an opportunity to help the organization define and build its marketing function and capacity. The Director will also be responsible for presenting AAJA and our member services to current members, prospective members, the broader philanthropic community, and sponsoring companies. He/she will lead and manage the staff to communicate a well-defined brand. The Director will be instrumental as AAJA implements a new strategic planning initiative. This position will report to the Executive Director and will be a member of AAJA's management team. The ideal candidate must be a strong project manager, good communicator, have strong experience in managing committees and a small staff. The candidate should have the ability to work both strategically and tactically.

## ***Core Responsibilities:***

- Design, implement, sustain, and evaluate a marketing strategy consistent with AAJA's mission, brand, and value proposition. Apply this strategy to the promotion of AAJA, its member benefits, and its member and program recruitment via print, direct mail, electronic, and web-based marketing.
- Create, articulate, and implement strategic and tactical marketing plans and budgets working across departments.
- Assist in the development and implementation of membership benefits.
- Collaborate proactively and extensively with key players in the organization (governing board, officers, and staff) along with AAJA members
- Establish goals in a manner that ensures staff have a sense of responsibility and ownership for successful outcomes.
- Develop and maintain an understanding of AAJA's niche within the field of journalism.

- Manage staff and vendors to produce and deliver effective, consistent messages that support and strengthen AAJA's brand promise.
- Actively seek opportunities to promote AAJA through all forms of media.
- Lead three staff and a part-time contractor.
- Assist Executive Director in grant writing and program development.

### ***Skills and Qualifications***

- Bachelor's degree and 5-7 years of experience in marketing a nonprofit, association, and/or for-profit organization with similar staffing and revenue profiles.
- Experience working with media preferred but not required.
- Skilled and proficient in social media tools.
- Ability to lead a high-performing team in a collaborative and results-oriented manner.
- Experience identifying and managing outside vendors.
- Attention to detail and follow-through.
- An eye for design and strong copy writing skills.
- Experience with WordPress and implementing website design.
- Experience managing design and production of print pieces preferred.
- Experience with setting and managing budgets preferred.
- Management experience required.

### **Salary and Benefits**

This is full-time position located at AAJA's headquarters in San Francisco, CA. Salary is commensurate with experience. AAJA offers a comprehensive and generous benefits package including vacation and sick leave, health insurance, a 401(k) retirement plan, and transit subsidies.

Applications received by **July 31, 2013** will receive full consideration, but applicants are encouraged to apply as soon as possible. Please send resume with cover letter including salary history/expectations to **KathyC@aaja.org** and include "Director of Marketing and Communications" in the subject line. Writing samples may be requested. Although we value initiative, we are unable to field calls about this position.

AAJA is an equal opportunity employer and considers all applications without regard to race, color, religion, creed, gender, national origin, age, disability, marital or veteran status, sexual orientation, or any other legally protected status.