



## NCAPA Communications and Digital Media Associate

**Overview:** The National Council of Asian Pacific Americans (NCAPA) seeks to hire a full-time employee to serve as a Communications and Digital Media Associate. The position will be responsible for supporting NCAPA's external communications work, as well as ongoing coalition building and civic engagement activities.

### **Responsibilities:**

#### Communications

- Manage online press and develop media campaigns to highlight NCAPA's work and raise awareness about the Asian American (AA) and Native Hawaiian Pacific Islander (NHPI) community. This includes, developing content across owned and earned social channels, including blog posts, tweets, status updates, photos and videos.
- Conceptualize and produce content for external communications across multiple platforms and audiences, working collaboratively with project teams to ensure alignment of key messages, including:
  - Reports and case studies for print and web publication
  - Email newsletters and press releases
  - Fact sheets and information graphics
  - Conference presentations
  - Videos
  - Content for social media campaigns
- Assist with written and graphics resources used for our website, stakeholder outreach, and social media.
- Support other various communications and organization projects as needed.
- Work to translate policy work into messaging guidance for members of the coalition.
- Other responsibilities as determined by the National Director.

### **Desired Skills:**

- Bachelor's degree or associate degree and relevant experience in communications, digital media, civic engagement or equivalent experience.
- Skills in graphic design using Canva or other software.
- Exceptional writing and editing skills with an attention to detail.
- Real-world experience in planning, managing, and executing media initiatives.

- Strong interpersonal skills and self-starter. A team player with a demonstrated ability to work well in a collaborative environment.
- Ability to manage multiple tasks and work effectively in a fast-paced, changing environment.
- Deep understanding and passion for Asian American and Pacific Islander issues.
- Proficiency in Google Workspace (Docs, Sheets, Forms, etc.) and Microsoft Suite (Word, Excel, Publisher, Power Point, Outlook).
- Proficiency with social media platforms (Facebook, Twitter, Instagram, YouTube, etc.).
- Ability to measure and understand key performance metrics to assess and improve NCAPA's digital presence.
- Candidates must possess an eagerness to take on new projects and turn them around quickly, an attention to detail, and a keen understanding of both traditional and non-traditional media.

**Background on NCAPA:** The National Council of Asian Pacific Americans (NCAPA) is a coalition of 38 national Asian Pacific American organizations around the country. NCAPA serves to represent the interests of the greater Asian American (AA) and Native Hawaiian Pacific Islander (NHPI) communities and to provide a national voice for AA and NHPI issues.

**Compensation:** Starting salary is \$50,000. Benefits include paid vacation, health care, vision, dental and retirement benefits.

**Location:** For immediate hire to work remotely. Eventual relocation to Washington, DC preferred.

**To Apply:** Please submit a **cover letter, resume, work portfolio and two references** to [employment@ncapaonline.org](mailto:employment@ncapaonline.org) with the subject line **"NCAPA Communications and Digital Media Associate."** Questions can be directed to [employment@ncapaonline.org](mailto:employment@ncapaonline.org). **Only complete applications will be considered.**

NCAPA is an equal opportunity employer and does not and will not discriminate on the basis of age, ancestry, color, creed, disability, gender identity, marital status, national origin, parental status, political ideology, race, religion, sex, sexual orientation, use of service animal, military or veteran status.