



JOB DESCRIPTION

Job Title: Marketing & Communications Specialist
Supervised By: CET Manager
Supervises: N/A
Classification: Exempt, Full-Time, Salary
Date: August 2022

Position Summary

This is an exciting opportunity for a creative, organized, and focused individual to join KAN-WIN's Community Engagement Team (CET). The ideal candidate will be team and deadline driven, receptive to feedback, and comfortable creating material for diverse, multigenerational audiences. The Marketing & Communications Specialist will have a direct role in influencing the organization's marketing and communications effort to enhance awareness around KAN-WIN services & gender-based violence issues to the broader Asian American communities and beyond.

Organizational Summary

KAN-WIN's mission is to eradicate gender-based violence, including domestic violence and sexual assault, especially for women and children across Asian American communities and beyond through culturally competent services, community engagement, and advocacy. To learn more about our programs, go to www.kanwin.org.

Studies have shown that women, nonbinary folks, and People of Color are less likely to apply for jobs unless they believe they meet every single one of the qualifications described in a job description. We are committed to building a diverse and inclusive organization and we are most interested in finding the best candidate for the job. That candidate may be one who comes from a background less traditional to our field of work, and that's okay! We strongly encourage all interested candidates to apply.

Responsibilities:

- General:
 - Work with the KAN-WIN team to capture the essence of our work and effectively communicate our impact to funders, supporters and community-at-large
 - Create, collect, maintain a library of stories that reflect KAN-WIN's impact (stories of clients, advocates, supporters, etc.)
 - Collaborate with team members to issue communications in a timely manner
- Social media & e-news:
 - Create and schedule regular social media postings
 - Manage social media accounts, including responding to direct messages, growing and measuring KAN-WIN's social media & e-news presence
 - Put together and schedule a bi-monthly e-newsletter
- Marketing and communications:
 - Be responsible for creating a streamlined marketing strategies to promote KAN-WIN's programs, services and events

- Assist with marketing in multilingual fashion as needed
- Assess organizational marketing needs & collaborate to develop marketing materials
- Design flyers, social media graphics, and other materials
- Website:
 - Manage and update website regularly

Organizational Duties

- Assists and participates in organizational activities such as fundraising and special events
- Participates in staff meetings
- Provides support for at least one non-direct services internal committee to achieve strategic organizational goals (such as planning staff retreats, DEI, staff trainings, etc.)
- Performs other duties as assigned or requested

Qualifications:

- Excellent in organizational management with the ability to develop collaborative, high-performing team and collaboratively set and achieve strategic goals
- Ability and/or eagerness to bridge cultural/linguistic/generational/educational and other differences with team members and across departments
- Empathetic listening and excellent communications & interpersonal skills
- Strong commitment to KAN-WIN's mission, values, and goals to enhance culturally & linguistically competent services and programming
- Ability to speak an Asian language would be a plus but not required

Work Environment:

- Hybrid working environment.
- This role routinely uses standard office equipment such as computers, phones, photocopiers, scanners, and filing cabinets.
- While performing the duties of this job, the employee is regularly required to talk or hear.
- Workplace is a smoke- and drug-free environment.
- Equal Opportunity Employer. Decisions and criteria governing the employment relationship with all employees are made in a non-discriminatory manner, without regard to race, ethnicity, creed, religion, color, sex, sexual orientation, gender identity or expression, age, national origin, citizenship status, military service and/or marital status, order of protection status, handicap, disability, or any other factor determined to be unlawful by federal, state, or local statutes.

Salary Range:
\$38,000-\$46,440 DOE

Benefits:

- 403(b) retirement plan with employer match
- 12 Paid holidays with floating holidays
- 19 Paid-time offs for first year
- Health insurance
- Dental insurance
- Hybrid working environment

To Apply:

To apply, send the following to [hr @kanwin.org](mailto:hr@kanwin.org). Please specify "Application for Marketing & Communications Specialist" in subject line, and attach the following materials:

- Resume
- A list of three references