



## **Communications & Organizing Manager**

### **Job Description**

*APALA seeks a creative, strategic, and passionate advocate for economic justice and AAPI worker equity.*

### **Summary**

The Asian Pacific American Labor Alliance (APALA), AFL-CIO is seeking a Communications & Organizing Manager to oversee and execute a communications strategy and support our programmatic and chapter organizing priorities. The anticipated start date is within April 2022. (with some room for flexibility based on the candidate).

### **About APALA**

Founded in 1992, the Asian Pacific American Labor Alliance (APALA), AFL-CIO is the first and only national organization of Asian American and Pacific Islander (AAPI) union members and allies advancing worker, immigrant, and civil rights.

Backed with strong support of the AFL-CIO, APALA has 22 chapters and a national office in Washington, D.C. In 2011 to ensure broader education, civic engagement, and capacity building for our communities, APALA established the Institute for Asian Pacific American Leadership & Advancement (IAPALA) as a 501(c)3.

To achieve our mission, we build power by:

- Organizing members into unions, developing a pipeline of labor leaders, and building political power for our community;
- Educating AAPI workers and allies about the labor movement, principles of trade unionism, and collective bargaining, as well as providing a vehicle for AAPI issues and concerns;
- Activating our chapters across the country to advance social, racial, and economic justice through state-based campaigns; and
- Representing the voice of AAPI workers on coalitions within the labor community and more broadly in the civil rights, AAPI, and racial justice communities.

### **About the Position**

The Communications & Organizing Manager will be essential to managing communications and member organizing programs to advance APALA's mission. The Communications & Organizing Manager will report to the Economic Justice & Capacity Building Director and work closely with the Executive Director, National Executive Board (NEB), APALA chapter leaders, and other APALA staff. This position is based in Washington, D.C. Flexibility is required. Nights and weekends including travel may be required during busy times before major events (usually 1-2 times a year) or during election season.

This role will have high-level exposure to an exciting world of labor organizing, community advocacy, and nonprofit coalitions, and will have a chance to significantly drive APALA's overall direction, program, and productivity.

Responsibilities include:

- **Communications (60%)**
  - Manage content calendar and process for staff to contribute to the content calendar.
  - Ensure APALA's communications are values aligned and visionary by illustrating APALA's [Principles for Collective Liberation](#) and [resolutions](#) passed by APALA members whenever possible.
  - Draft regular communications and publications, including monthly newsletter, rapid response press statements, campaign emails, reports, annual reports, opinion editorials, speeches, social media posts, and more.
  - Train interns and new staff on communications best practices and tools such as Canva, Tweetdeck, Facebook Business Suite, etc.
  - Prepare talking points and presentations for APALA speaking opportunities
  - Manage consultants and engage stakeholders in upcoming rebranding and website relaunch
  - Regularly work with APALA members and board members to develop quotes and stories for APALA communications
  - Track and measure communications metrics to improve strategy
- **Content Creation and Programmatic Support (15%)**
  - Support with content creation and facilitation for APALA's programs on worker campaigns, civic engagement, immigration advocacy, and global solidarity
  - Support with content creation and facilitation for APALA's trainings that grow the skills, expertise, and leadership capacity of members
  - Break down worker campaigns and issues for a diverse audience (wide range of English language proficiency, workers, immigrants, etc.). Illustrate the ways APALA's programs are connected to larger visions in the Principles for Collective Liberation.
- **Member Organizing (15%)**
  - Plan, outreach, and host monthly Chapter Leader Huddles and quarterly APALA member virtual calls
  - Maintain regular communication with members through 1:1 conversations, connecting chapters to one another, and supporting chapter activities.
  - Track chapter activities for newsletter and APALA's annual report
- **Coalition Building (5%)** - Working with the labor movement, AAPI, and other community coalitions to represent APALA and push a progressive pro-worker agenda.
- **Event Planning (5%)** – Along with other staff, assist with planning and coordination of major events including APALA Biennial Convention, board meetings, and trainings.

## About the Candidate

What We're Looking For:

- Highly organized, detail-oriented self-starter who can create, manage, and fully drive projects that results in high quality work in a timely manner. You know how to think ahead, prioritize your workload, and prepare for challenges. You enjoy challenges and having a full plate but also know how to manage up when the workload needs to be reprioritized.
- Solutions-oriented person who is creative about your work, loves to learn more about the movement, and is always asking questions. You are usually the kind of person who has a new idea for how to run the program better and appreciates constructive feedback from team members.
- Deep commitment to racial, social, and economic justice. You don't just ask "Who's not at the table?" but "Why aren't they at the table and how can we fix it?"
- Someone who believes in the ideals of the labor movement and supports collective bargaining as a means for attaining social and economic justice.
- A natural communicator who has a passion for breaking down complex ideas for a diverse audience.
- A visionary storyteller that is able to write compelling campaign and political education materials.
- A natural organizer who enjoys talking to members, board members, allies and other stakeholders. People go to you when they want to know who to work with on a specific campaign or how they can get help with a project.
- Someone who enjoys a respectful, positive, collaborative, and flexible work environment. The team is small but nimble. We celebrate shared successes and empower each other to be impactful in our work.

#### **Job Requirements:**

- Experience with writing email campaigns, talking points, and social media posts (Twitter, Facebook, and Instagram).
- Eye for design and experience with Canva or the Adobe design suite
- Strong project management skills that involve extensive team work
- Knowledge of and experience working in the Asian American/Pacific Islander community.
- Relevant experience of program implementation and/or grassroots issue campaigns.
- Demonstrated experience and passion working in low-income, working class, and communities of color around social, economic, and racial justice.
- Strong verbal communication skills; a relatable and persuasive communicator/organizer with excellent interpersonal skills.
- Excellent problem-solving skills, is able to identify and ask for missing information
- Experience in communicating and/or organizing in multiple languages or with an audience that speaks different languages a plus
- Experience in economic justice or labor organizations a plus
- Experience working in a local or state-based organizations a plus
- Experience working in coalitions a plus

#### **Compensation and Benefits**

The salary for this position is \$65,000 in compliance with the staff collective bargaining agreement. This position is in the staff bargaining unit (OPEIU Local 2) and will include all benefits of the union including\*:

- A 32-hour workweek
- Fully paid health, vision, dental insurances for employees and dependents.
- Fully paid life, short-term, and long-term disability insurances
- 15 days of paid leave in addition to all federal holidays, and office closure last two weeks of the year.
- Flexible work from home and alternative work schedule policies.
- Retirement: up to 6% employer matching contribution
- Monthly cell phone and transit stipends
- Annual professional development stipend

\*Benefits currently being finalized as the union and management are finalizing the first contract. Some terms may be subject to change.

COVID vaccination required. Exemptions will be reviewed on a case-by-case basis.

This position is based in Washington, D.C.

Submit cover letter, 3 different types of writing samples (action alerts, press releases, reports, fact sheets, or campaign graphics are all good options), and resume with 3 references (at least 2 work references) to: [careers@apala.org](mailto:careers@apala.org) with the subject line "Communications & Organizing Manager."

APALA is an equal opportunity employer. We strongly encourage youth, people of color, women, LGBTQ, and differently-abled people to apply.

Applications are accepted on a rolling basis until the position is filled. First set of resume reviews and interviews will be the week of April 4, 2022.

The privacy of applicants will be respected and preserved until the last phase of the hiring process. References will be checked during finalist interviews, with candidate knowledge.