

Communications Manager

Are you seeking a fulfilling professional opportunity to **utilize your creativity and passion while building your craft**? Would you love knowing that **your work inspires others to act with courage and compassion** by learning about the character and values of the Japanese American veterans of WWII? This is a unique opportunity to **play an active role in transforming** our future growth and sustainability. Join our Go For Broke National Education Center staff team to ensure our continued growth and success as we preserve and evolve an important American story for all Americans.

ABOUT GO FOR BROKE NATIONAL EDUCATION CENTER:

Go For Broke National Education Center (GFBNEC) is a 501(c)(3) nonprofit organization that educates the public on the valor of Japanese American veterans of WWII and their contributions to democracy. Our goal is to educate the public on this little-known chapter in American history, and to inspire new generations to embody the Japanese American veterans' core values of courage, sacrifice, equality, humility and patriotism.

Founded in 1989, GFBNEC maintains the Go For Broke Monument and the interactive *Defining Courage* exhibition in downtown Los Angeles, as well as extensive oral histories and archives, nationwide education and training programs and other key initiatives such as the Go For Broke Journalism Institute, *Courage & Compassion* and *Portraits of Courage* traveling exhibitions, NextGen programming and short-form videos.

JOB SUMMARY:

The Communications Manager's primary role is to lead the execution of the strategic plan to advance GFBNEC's communications, messaging, engagement and branding to the next level. This position is a part-time position with high growth potential. The Manager reports to the Vice President of Development & Strategic Initiatives and requires exceptional communications experience with the ability to create relevant, accurate and compelling content that can be adapted for multiple channels and stakeholders. The Manager is the key staff responsible for building and protecting GFBNEC's professional brand and media assets both internally and externally, and for defining and refining all communication analytics to help establish continual avenues of growth. This position plays a critical role in the fulfillment of the organization's evolving and overarching goals and objectives.

ESSENTIAL FUNCTIONS:

- Create and oversee the execution of the communications plan to build brand awareness and increase engagement among key stakeholders and target audiences
- Strategically design and manage active social media platforms by utilizing a monthly editorial calendar, drafting captions and designing all accompanying graphics for organic and paid posts

ESSENTIAL FUNCTIONS (continued):

- Work closely with project teams to curate compelling content for all platforms including the monthly online *eTorch* newsletter and GFBNEC's primary and online store websites
- Actively manage and strategically monitor appropriate analytics and SEO optimization to improve performance
- Understand and fully implement the strategic role of design for effective and impactful communication assets that also conform to GFBNEC's standards and specifications. Creates and maintains a common voice across all communication activities.
- Work with Public Relations volunteer/consultant for the writing, scheduling and distribution of press releases, media kits and other materials as needed
- Other duties and responsibilities as assigned

QUALIFICATIONS:

- Bachelor's degree required or equivalent relevant work experience.
- Minimum 5 years of experience in marketing, communications and/or PR roles; Agency-experience is a plus
- Superior ability to proactively and independently set appropriate work plans, meet deadlines, manage budgets and maintain positive internal and external relationships simultaneously
- Proven digital communications experience, particularly related to email campaigns, social media, SEO, website optimization and event promotions
- Demonstrated creative vision, critical thinking and problem solving skills with a "Big picture" focus
- Should possess excellent communication skills, both verbal and written, as well as the ability to communicate effectively and tactfully with all levels within and outside of the organization in a professional manner
- Must have excellent interpersonal skills and the ability to build relationships with various stakeholders, including co-workers, donors, supporters, volunteers and external partners
- Must be able to work independently and with project teams, exercise initiative, independent good judgment, discretion and solid problem-solving and decision making abilities

QUALIFICATIONS (continued):

- Must possess a flexible, self-starting, service-oriented attitude to changing priorities with excellent time management and follow through
- Must be able to successfully manage multiple priorities seamlessly with strong organizational skills and excellent level of detail-orientation; remaining calm under pressure while meeting deadlines and maintaining accuracy
- Should have solid project management skills and be an innovative thinker who actively seeks opportunities and proposes viable solutions
- Proficiency with Microsoft Office products, Google Suite, Adobe Creative Suite, Canva, Constant Contact and other communications applications
- Knowledge of community-based organizations and Japanese American community and history are a plus

BENEFITS & COMPENSATION:

- Employer contribution to retirement savings plan
- Vacation (*40 hours*), Sick Leave (*48 hours*) and Personal Days (*1.5 days*)
- Holiday Pay (12 holiday days)
- Salary is commensurate with experience

HOW TO APPLY:

Email a resume and cover letter in PDF format to jobs@goforbroke.org with the subject header, "Communications Manager."

Only qualified applicants selected for the interview process will be contacted. GFBNEC is an equal opportunity employer committed to diversity and inclusion in the workplace and does not discriminate against employees or job applicants on the basis of protected classes in the United States.

Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions. Nothing in this position description restricts GFBNEC's right to assign or reassign duties and responsibilities of this position at any time.