

Communications & Engagement Manager

Are you seeking a fulfilling leadership opportunity to utilize your strategic, creative, resourceful and highly-organized skills? 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? 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 National Torchbearers Program, Go For Broke Journalism Institute, *Courage & Compassion* and *Portraits of Courage* traveling exhibitions and an evolving slate of innovative programming, partnerships and collaborations with multicultural and multigenerational audiences.

JOB SUMMARY:

The Communications & Engagement Manager is responsible for developing and executing strategies to effectively communicate Go For Broke National Education Center's mission, programming and impact to target audiences, while also actively building relationships with key stakeholders and fostering community support. This position requires strong communications and engagement 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, protecting and advancing GFBNEC's professional brand and media assets both internally and externally, and for monitoring the effectiveness of the organization's communications and engagement activities.

This position is a full-time (40 hours/week), exempt growth position vital to enhancing and expanding the awareness of the legacy of the American WWII soldiers of Japanese ancestry and its relevance to contemporary issues surrounding social justice, civil liberties and democracy. The Manager will play an integral role in the fulfillment of the organization's evolving growth and sustainability.

ESSENTIAL FUNCTIONS:

- **Strategic Communication Planning:** Design and execute a comprehensive communications strategy aligned with the organization's goals, target audiences and effective messaging to reach them effectively. Work closely with project teams to develop effective marketing assets and curate compelling content for all platforms.
- **Content Creation:** Create press releases, newsletters, website content, social media posts and other communication materials to inform the public about the organization's work
- **Media Relations:** Build relationships with key journalists, influencers and media outlets to secure positive coverage for the organization's initiatives
- **Community Engagement:** Participate in regional community events and professionally represent the organization's mission, programming and impact, as well as build relationships with key stakeholders for support, partnerships and collaborations
- **Donor Communications:** Develop and execute donor engagement strategies, including annual appeals, membership correspondences and other fundraising communications that will deepen engagement and fundraising efforts
- **Digital Marketing:** Manage the organization's online presence across various platforms like social media, website and email marketing to reach a wider audience
- **Metrics and Analysis:** Track key performance indicators to measure the effectiveness of communication campaigns and adjust strategies accordingly to enhance brand awareness, increase engagement, support programming and internal communication needs and advance revenue-generating efforts
- Other duties and responsibilities as assigned

QUALIFICATIONS:

- Bachelor's degree or equivalent relevant work experience required
- Minimum 5 years of relevant experience in marketing, communications and/or PR roles; Agency-experience is a plus
- Proficiency with Microsoft Office products, Google Suite, Adobe Creative Suite, Constant Contact and other communications applications; familiarity with Raiser's Edge is a plus
- Demonstrated creative vision, critical thinking and problem solving skills with a "Big picture" focus and ability to proactively and independently set appropriate work plans, meet deadlines, manage budgets and maintain positive internal and external relationships simultaneously

- Proven digital marketing experience, particularly related to email campaigns, social media, SEO, website optimization and event promotions
- Strong eye for design and ability to create compelling designs as well as convey direction to graphic designers and other creatives; able to manage projects from concept to delivery
- 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 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
- Knowledge of community-based organizations and Japanese American community and history are a plus

BENEFITS & COMPENSATION:

- Employer contribution to group medical, dental and vision health plan and retirement savings plan
- Vacation (*80 hours/10 days*), Sick Leave (*80 hours/10 days*) and Personal Days (*3 days*)
- Holidays: 12 paid holidays
- 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 & Engagement 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.

Go For Broke National Education Center
355 E. 1st Street, Suite 200, Los Angeles, CA 90012
(310) 328-0907 | goforbroke.org