



Michigan Asian American Progressives

Digital Communications Organizer

Rising Voices of Asian American Families, (RVAAF) a project of Progress Michigan Education Fund, and Michigan Asian American Progressives, (MAAP) a project of Progress Michigan, together are seeking to hire a Digital Communications Organizer (DCO) whose time will be split between RVAAF and MAAP.

A DCO is integral to identifying our communities and expanding our organizing efforts given the fact that current data significantly undercounts and misidentifies many Asian Americans. A DCO will be able to support our data collection and scrubbing work as well as enabling us to organize and identify new research opportunities for the state in the future.

POSITION SUMMARY: The DCO will build relationships in and beyond SE MI through a mixture of traditional communication and modern digital organizing that'll emphasize text and social media follow-ups. Much of Rising Voices' and MAAP's work is focused on communities with a high percentage of limited-English proficient speakers and those who have not been targeted in past civic engagement efforts.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Work with the Field Director to build a comprehensive digital program that includes social media, text messages, emails and new emergent platforms to engage community members and convert digital engagement into in-person engagement.
- Work with the Executive Director to ensure narrative and policy position consistency on campaigns
- Grow RVAAF and MAAP's digital audiences across platforms by posting and following up with and engaging followers daily.
- Planning and executing paid advertising campaigns to increase visibility and engagement for organizing campaigns.
- Track and report regularly on key performance metrics to demonstrate improved engagement and growth.
- Find potential members and activists online and further develop those relationships through phone, video, and in-person communications to be folded into organizing programs.
- Data entry of contacts and engagements into database
- Develop written content as needed under tight deadlines;

OTHER DUTIES AND RESPONSIBILITIES:

- Maintain and supplement content calendar
- Work with Field Director and volunteers to identify and collect stories;

- Support the vetting and training storytellers to spread their message online;
- Other duties as assigned by the Field Director.

EDUCATION AND EXPERIENCE:

- 1-3 years of organizing and digital campaigning experience
- Experience with social media analytics
- Experience and knowledge of the Voter Activation Network; EveryAction; and peer to peer texting services

KNOWLEDGE, SKILLS AND ABILITIES:

- Knowledge of and demonstrated cultural competency with the Asian American community
- Ability to speak, read, and write in an Asian language preferred
- Ability to react quickly to the fast-paced news cycle
- Be able to think creatively and outside the box
- Ability to execute projects in an organized and timely manner
- Skilled communicator able to communicate effectively to a diverse audience
- Ability to accept and offer constructive feedback

ORGANIZATIONAL RELATIONSHIPS:

The Digital Communications Organizer reports to the Field Director and works collaboratively with the Executive Director, other staff and volunteers on a regular basis to maintain program efficiency. RVAAF and MAAP are projects of Progress Michigan Education Fund and Progress Michigan respectively.

PHYSICAL DEMANDS:

Must be able to lift boxes of training materials.

Must be able to be outside in inclement weather for a number of hours at a time.

WORK ENVIRONMENT:

The position is a full-time position that works 40 hours per week. This position is based in a shared workspace in Detroit, MI, with the option of some remote work depending on circumstance.

The position requires some work on weekends (Saturday and Sunday).

The position requires a drivers' license, regular access to a vehicle, and under current stay-at-home restrictions, access to the internet.

The assigned workspace is a shared desk in an open office work area with a moderate level of noise and interruptions.

About the Organizations:

RVAAF and its sister organization, MAAP, are newly formed progressive grassroots organizations focusing on civic engagement and intersectional community organizing for Asian American women and families in the State of Michigan. Our issues include youth and women

empowerment, increased language access, revenue generation and increased resources for our communities especially for culturally competent health care, education, immigrants, and low-wage workers, particularly through this current pandemic.

Major programs include a relational voting program, targeted endorsement of key local candidates, and in-language digital communications.

The successful candidate will receive generous benefits as provided by Progress Michigan. The salary will be determined according to a salary scale which takes into account years' experience, location, job category, and other factors, but is expected to be \$45,000-\$50,000.

To Apply: Submit cover letter and resume to contact@risingvoicesaaf.org

RVAAF and MAAP are equal opportunity employers. We strongly encourage youth, people of color, women, LGBTQ, and folks with disabilities to apply. We assure equal treatment in hiring selection, promotion, transfer, compensation, benefits, training, discipline and other personnel practices and terms or conditions of employment without regard to race, color, religion, sex, age, national origin, height, weight, marital status, genetic testing status, veteran status, disability, sexual orientation, gender status, or any other protected class established by all applicable federal, state and local laws and ordinances.