COMMUNICATIONS COORDINATOR
SOUTH ASIAN NETWORK, ARTEZIA, CA
Position Type: Full Time, Non-Exempt | Pay: DOE

About SAN:
The South Asian Network (SAN) is a 32-year old grassroots, community-based, nonprofit organization dedicated to advancing the health, well-being, and civil rights of South Asians living in Southern California. SAN is the only South Asian organization of its kind that provides outreach, direct services, and advocacy in three key areas: health and well-being, civic engagement, and violence prevention and intervention. SAN embraces the diversity of South Asians as strength and builds unity among immigrants and communities of color in order to advance a shared progressive agenda for Southern California.

The SAN team is composed of highly dedicated and diverse individuals who are passionate about issues such as social justice and empowerment.

About the Communications Coordinator Role:
Reports To: Executive Director & Program Manager
Type: Full-Time (40 hours/week), Non-Exempt
Salary/Wages: $23-28/hour depending on experience, plus health insurance, paid leave, and opportunity to contribute to the organization's 403b retirement plan.

Position Responsibilities:
SAN seeks a creative, proactive, and motivated individual!

The Communications Coordinator’s primary responsibility is to develop communications strategies across a variety of media platforms (SAN newsletters, social media, ethnic media, TV, Radio, newspapers, website content, print media, etc.) to expand and engage SAN’s client and donor base. The ideal candidate will have a passion for storytelling, a strong instinct to think outside the box and experiment with new ideas, deep working knowledge of current digital marketing best practices, and a commitment to supporting the mission of SAN. The Communications Coordinator will work closely with the Outreach and Volunteer Coordinator.

- Growing and developing a variety of content for SAN’s social media channels and resources and raising awareness of SAN’s mission and programs by creating and sharing interesting, relevant, and engaging content.
- Identify new and innovative ways to enhance and expand SAN’s media presence and outreach to various stakeholders (places of worship, cultural centers, community leaders,
colleges and universities to promote SAN and its FREE services – SAN has been on NPR, Showbiz India, etc).

- Managing the SAN website, which includes creating a variety of content, ensuring that the site is fresh and timely, accurate, representative of SAN’s many bodies of work, and engaging to a variety of audiences.
- Coordinating and developing regular, topical, and timely content for the SAN newsletters
- Engage with South Asian businesses to expand outreach and engagement
- Designing flyers, videos, and pamphlets for SAN programs and events and other marketing opportunities.
- Speak at events and workshops as a panelist
- Identifying strategies to engage with national media outlets, reporters, and social media influencers.
- Developing and compiling monthly reports and web analytics to inform content creation; setting benchmarks and goals to track progress and growth.
- Ensuring cross-departmental collaboration on communications efforts.
- Maintaining and upholding SAN’s branding and messaging guidelines in all digital and printed materials.
- Increase the awareness about COVID, free vaccination services and all related matters
- Assist in developing print materials, website content, and social media posts
- Providing communications support to other departments, as needed.
- Perform other duties as assigned

**Required Qualifications:**

- Bachelor’s degree in Communications, Marketing, or relevant field.
- 2 years of experience working in a similar or related position, non-profit experience preferred.
- Excellent written and verbal communication skills with the ability to learn and master new communication formats quickly. Desire to problem solve and think creatively.
- Ability to connect with others and build strong relationships in diverse environments
- Committed to SAN’s mission of empowering South Asians in Southern California
- Bilingual skills highly preferred (English + South Asian language)
- Highly organized and analytical; time management and organizational skills
- Ability to generate and implement new, creative ideas to communicate mission.
- Fluency in
  - Canva
  - Facebook, Twitter, Instagram, LinkedIn,
  - YouTube (other social media management/monitoring tools a plus);
  - Adobe Creative Suite (InDesign, Photoshop, Illustrator, Flash, Acrobat, Basic HTML
  - Website publishing, especially via SquareSpace/ Word Press
  - Salsa Labs (other database skills a plus);
○ Online communication tools, including Email Campaigns,
○ Photography and video creation and editing skills are a plus.

● Experience in building/expanding SAN’s digital footprint on social media channels and executing social media strategy for maximum engagement, particularly for mission-driven non-profits or through cause-based marketing.
● Ability to work independently; a self-starter with a high level of motivation, creativity, and proactivity.

**Physical Requirements:**
In a four to eight-hour workday, the employee must be able to bend and crouch occasionally, sit continuously and stand or walk frequently.

To apply, please email a cover letter, resume, and writing sample to: saninfo@southasiannetwork.org.

**Application deadline:** Rolling Application

*The South Asian Network is an equal opportunity employer that values diversity at all levels. All individuals, regardless of personal characteristics, are encouraged to apply.*