

## **Community Outreach & Social Media Coordinator**

### **Job Description**

**About Monsoon:** Monsoon Asians & Pacific Islanders in Solidarity is a culturally specific organization serving victims/survivors of domestic violence, sexual assault, and human trafficking in Asian and Pacific Islander (API) communities in Iowa. The organization serves all 99 counties in Iowa and has offices in Des Moines, Iowa City, and Dubuque.

**Job Title:** Community Outreach & Social Media Coordinator – Des Moines-based

**Function:** The Community Outreach & Social Media Coordinator is responsible for amplifying Monsoon's mission and message, inspiring and drawing new supporters and donors, and making connections with communities statewide. The Community Outreach & Social Media Coordinator will create long-form and short-form content for Monsoon's social media platforms (Facebook, Twitter, Instagram, etc.) and for its website that will include compelling stories, and appropriate and effective use of photos, hashtags, emojis, GIFs, etc.; online campaigns; composing and compiling a monthly newsletter; researching and drafting scripts for monthly podcast episodes; designing annual reports; and engaging with diverse audiences using multiple platforms online and in person.

**Reports to:** Monsoon Executive Director

#### **Hours & Availability:**

- Full-time; 40 hours a week
- Available to travel statewide with personal vehicle and auto insurance
- Available to travel nationally to attend conferences/training, following safety guidelines
- Possess employment authorization in the United States

#### **Requirements:**

- Undergraduate degree in a related field
- Proven success in developing a strategic and creative online brand/presence – at work, at school, during an internship and/or personally
- Adequate knowledge of established and emerging social media channels (Facebook, Instagram, Twitter, YouTube, LinkedIn, Pinterest, TikTok, etc.)
- Commitment to keeping up with evolving social media trends and best practices
- Understanding of social media analytics tools and translating quantitative data into useful, actionable insights
- Exceptional written and verbal communication skills, especially with multiple audiences in a variety of voices
- Keen eye for design and experience working with Canva or other similar platforms
- Adept at Microsoft Office Suite, Google Workspace, Dropbox and database management platforms
- Basic video editing and/or digital media production skills
- Familiarity with WordPress and Mailchimp a plus

- Experience working with Hootsuite or other social media management platforms a plus
- Knowledgeable about gender-based violence and Asian, Native Hawaiian and/or Pacific Islander communities
- Strong interpersonal and organizational skills, especially an ability to work with diverse groups of people
- Bold initiative, creativity, and flexibility, including an ability to work under pressure and with deadlines
- Self-motivated and open to learning new concepts and approaches
- Two-year service commitment to Monsoon
- Complete trainings on addressing domestic violence and sexual assault conducted by Monsoon, ICADV (Iowa Coalition Against Domestic Violence), and IowaCASA (Iowa Coalition Against Sexual Assault)
- Attend online staff meetings and scheduled supervisor meetings as well as ongoing staff trainings and work-related webinars
- Bicultural/multicultural individuals representing API communities preferred

### **Specific Responsibilities:**

#### ***Social media***

- Create and update content calendar for social media and website to reflect Monsoon's communication priorities
- Create, post, and share high-quality, compelling, and relevant content about Monsoon's programs and activities via social media channels, especially Facebook, Instagram, and Twitter
- Develop creative and innovative media (such as graphics and videos) to promote events, campaigns, and programs
- Design social media toolkits to engage users in amplifying Monsoon's programs and campaigns
- Monitor social media accounts and interact with users
- Collect and review data to gauge and/or improve the effectiveness of social media strategies
- Stay informed on social media space and emerging content trends, monitoring for conversations, activities, and developments that may serve as opportunities for Monsoon to broaden its agenda
- Assist in the ideation and implementation of other social media strategies to help Monsoon achieve its goals

#### ***Additional communications***

- Assist with drafting and conducting research for podcasts, blogs, emails, and other communications
- Help to write blog posts and newsletter items
- Assist in designing promotional materials, such as program flyers and event signage
- Curate and assist in the design of publications to showcase Monsoon's work
- Update Monsoon's website

- Support media relations tasks

### ***Community events***

- Assist with further developing the community outreach and organizing endeavors of Monsoon
- Help organize innovative monthly community events to reach out to the different API communities statewide
- Help organize events for Domestic Violence Awareness Month (DVAM), Sexual Assault Awareness Month (SAAM), International Women's Day, among other observances
- Attend and/or present to potential allies and collaborators
- Evaluate the effectiveness of Monsoon's outreach activities
- Review and become familiar with local, national, and global current events and outreach efforts
- Facilitate events through design, organization, sponsorship, execution, recognition, and evaluation
- Establish and supervise committees as needed

### ***Perform other duties as assigned by the Executive Director***

**Salary:** Annual starting salary of \$40,000 for full-time employees, based on experience.

### **How to Apply:**

Email the following application materials to Mira Yusef, Monsoon Executive Director, at [mira@monsooniowa.org](mailto:mira@monsooniowa.org) with the subject line "Community Outreach & Social Media Coordinator":

- Cover letter and resume
- Portfolio of 3+ examples that demonstrate writing and design skills and styles