



PROGRAM MANAGER, MIS/DISINFORMATION JOB DESCRIPTION

Job title: Program Manager, Mis/Disinformation
Supervisor: Director of Community Engagement
Location: Remote with a preference for Philadelphia
Travel Requirements: Limited

About IMPACT

Indian American Impact ("IMPACT") is a national organization that elevates the voices of Indian Americans, South Asians, and all historically excluded communities to ensure that every level of government reflects the diversity and values of the people it serves. We envision an inclusive, multi-racial democracy where the Indian American, South Asian, and all historically excluded communities are represented, empowered, and engaged in the pursuit of equity and justice in America.

Position Summary:

While the problem of mis/disinformation is not new, peer-to-peer digital platforms such as WhatsApp through which false information both intentionally and unintentionally spreads have created new challenges that pose significant risks to progress in health, education, and participation in our democracy. The Program Manager, Mis/Disinformation ("Program Manager") will oversee IMPACT's Countering Mis/Disinformation Program which centers community and WhatsApp organizing to combat the spread of mis/disinformation in South Asian communities.

Duties and Responsibilities:

Project management and reporting:

- Develop and own the strategy and project plan to drive effective communication and timely completion of project goals
- Oversee implementation of all aspects of the program, leading in a way that allows us to remain flexible as we learn and codify best practices
- Ensure deliverables are on time, within budget, and of the highest quality
- Implement focus groups, A/B testing, and other program evaluation methodologies to measure impact and gather feedback

Product design and development:

- Review content on WhatsApp and social media to flag and proactively combat mis/disinformation that negatively impacts South Asian communities
- Engage stakeholders across IMPACT to determine WhatsApp and chatbot technology needs and share business requirements with partner API developers and other vendors as necessary
- Partnering with IMPACT's Digital Team and external developers, identify channels of misinformation on WhatsApp, establish a content library, design a WhatsApp chatbot to source mis/disinformation, and launch the first South Asian fact check website



Community and digital organizing:

- In partnership with IMPACT's Digital Team, create WhatsApp meta-groups with influencers and community leaders
- Recruit and train volunteers to counter mis/disinformation, proactively spread accurate information, and translate content into multiple languages
- Partner with local and state-based organizations to lead trainings and promote awareness
- In partnership with the Digital Team, establish a creative content library and produce articles for the fact checking website

Ideal Qualifications:

The Program Manager will be an experienced leader with at least 5-7 years of experience in project management and digital organizing. Product development experience is also ideal. Other desired attributes, competencies, and skills include:

- Demonstrated skill and passion for building political power in underrepresented communities
- Motivation to join a young organization that is seeking to build influence and political power for South Asian Americans
- Ability to take initiative and manage execution of large-scale projects
- Strong strategic planning and organization skills, moving well from high-level strategy to implementing details
- Skill and comfort managing people, including large volunteer teams
- Comfort with ambiguity and working in a startup environment
- Ability to build relationships and proactively and diplomatically solve problems
- Exceptional interpersonal, written, oral, and presentation skills with the ability to effectively interface with community members, senior management, Board of Directors, and staff
- A commitment to learning and growth and a desire to grow as a professional through this experience with a collaborative and positive attitude

Culture and Compensation:

At IMPACT, we believe that one of the best ways to invest in our mission is to invest in our team. We offer competitive salaries and a benefits package that includes full health and dental coverage and three weeks paid time off plus national holidays. The Program Manager will be employed as a full-time position with a salary of \$72,000.

How to Apply:

To apply, please complete the form at www.iaimpact.org/jobs and include a resume and cover letter. For questions about the position, please contact Linto Thomas at linto@iaimpact.org. We will review applications on a rolling basis until filled.

IMPACT is an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to gender, disability, race, age, national origin, color, creed, sexual orientation, sex (including marital and parental status), gender identity and expression, religion, economic status, ethnic identity, or veteran's status.