



Job title: Communications Director

Supervisor: Executive Director

Location: Philadelphia, PA preferred or remote

Travel Requirements: Occasional

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 government reflects the diversity and values of the people it serves. We envision an inclusive, multi-racial democracy where our communities are represented, empowered, and engaged in the pursuit of equity and justice in America.

Position Summary:

Impact seeks an experienced, digital savvy Communications Director to spearhead a comprehensive media and communications strategy. Communications Director will serve as Impact's primary media point of contact focused on generating quality press coverage for Impact's initiatives across all entities within the organization. This role will also create a comprehensive internal and external communications strategy in partnership with various organizational stakeholders.

Duties and Responsibilities:

Press and Media Relations

- Create and execute a comprehensive earned media strategy.
- Develop creative strategies for communicating with journalists in addition to and beyond traditional news releases.
- Write and edit persuasive external-facing documents such as press releases, statements, media advisories, op-eds, letters to the editor, editorial board memos, fact sheets, talking points, funder documents, and communications plans.
- Coordinate interviews, draft statements and press releases, produce rapid-response commentary, and provide journalists with timely and accurate information
- Draft social media copy including tweets and Instagram posts.
- Manage the Content Producer and Digital Organizer.
- Identify media opportunities. Have a strong understanding of the media landscape surrounding Impact's issues and identify opportunities to participate in ongoing conversations.
- Serve as a liaison for local, regional and national press.



Communications

- Create print and electronic communications including e-newsletters, annual reports, advocacy alerts, research reports, and other publications and collateral.
- Identify and fill key communication needs for the organization and develop a platform to effectively engage with a variety of audiences, including philanthropic partners, policymakers, and elected officials.

Ideal Qualifications:

The Communications Director ideally follows the news regularly across multiple platforms. They will creatively seek ways to elevate and highlight Impact's various initiatives across entities. The Communications Director will be interested in politics and policy research.

- 4+ years experience working in politics, strategic communications, campaigns, media relations, advocacy, journalism or related.
- Demonstrated experience with working with media including but not limited to print, radio, TV.
- Preferably has a strong network of regional and national media contacts.
- Exceptional writing, editing skills with the ability to write clearly, quickly and accurately.
- Dedication 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
- Comfort with ambiguity and working in a startup environment.
- Ability to build relationships and proactively and diplomatically solve problems
- 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 healthcare and dental coverage, 401(k) with employer match, three weeks paid time off plus national holidays, 12 weeks paid family leave, and a professional development stipend. The Communications Director will be employed as a full-time position with an approximate salary range of \$75,000 to \$90,000, or commensurate with experience. Job titles will be adjusted to reflect a candidate's skills, qualifications, and seniority.



How to Apply:

To apply, please complete the form at www.iaimpact.org/jobs and include a resume and cover letter as well as copies of or links to at least two writing samples.

For questions about the position, please contact Sonal Shah Modisette at sonal@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.