Title: Communication Officer  
Grade: 7

Reports To: Director of Development & Communications  
FLSA Status: Exempt

Supervises: None  
Date Written:  
Date Revised:

07/25/2020

POSITION SUMMARY

The Communications Officer is responsible for developing and promoting a culture of storytelling at all levels of CASL which will result in a content-rich delivery of communications strategies and activities for the organization. This includes collaborating with the Marketing Designer to write content for print and digital/online marketing materials. The Communications Officer is also responsible for public relations, maintaining relationships with Chinese and mainstream media, and the solicitation of media attention.

DUTIES AND RESPONSIBILITIES:

- **STORYTELLING**: Create and perpetuate a CASL-wide culture of storytelling.
  - Create active and positive relationships with CASL staff at all levels.
  - Meet monthly with each program to secure client/program stories.
  - Educate all staff on the value of storytelling, how to recognize an impactful client story, and how to inform the Communications Officer.
  - Use cameras and technology to capture story videos and b-roll clips for the Marketing Designer to edit.

- **COMMUNICATIONS**: Develop and enforce CASL’s messaging.
  - Collaborate with management to develop and implement an effective communications strategy based on CASL’s target audience and collected data.
  - Ensure that CASL’s communication activities fulfill the goals of our Strategic Plan.
  - Work with the Events and Volunteering officer on strategies for event promotion.
  - Work with the Marketing Designer to produce print and digital/online materials that achieve CASL’s communication goals: i.e. writing appeal letters, website content, proposals, success stories, etc.
  - Manage CASL’s eblasts and social media with the help of the Marketing Designer. Mine, analyze, and present data to CASL Leadership and the Development Committee.

- **PUBLIC RELATIONS**: Increase the public exposure/awareness of CASL’s image.
  - In partnership with the DoDC, create public relations strategy that will allow CASL executive and board leadership to cultivate and enhance meaningful relationships with high-level external audiences; including the media, public officials, and key influencers.
  - Distribute materials that increase our visibility among stakeholders and lawmakers.
  - Seek opportunities to enhance the reputation/brand of CASL, and coordinate publicity events as required.
  - Attend virtual and in-person events with CASL leadership to assist with relationship building and maintenance.
• MEDIA: Increase the media exposure/awareness of CASL’s image.
  o Build and maintain relationships with journalists, bloggers, investors and customer audiences that will advance CASL’s image.
  o Establish and maintain an active and dynamic media database within CASL’s donor software, ensuring that media contacts are up to date.
  o Maintain records of media coverage and collate analytics and metrics into reports to share with CASL Leadership and the Development Committee.
  o Respond to media inquiries and arrange interviews.
  o Manage PR issues as they arise and escalate to management.

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.

MINIMUM REQUIREMENTS

Education/Experience:

• 3+ years in a communication role.
• Bachelor’s degree in Communications, Business, Marketing, English, or Journalism required.
• Master’s degree in Communications, Media Relations or a similar field, preferred.

Skills/Knowledge:

• Must have exceptional written and verbal communication skills.
• Bi-lingual Mandarin a plus.
• Must have excellent computer skills particularly with software applications like Word and PowerPoint.
• Must have the ability to effectively prioritize projects and multi-task.
• Must have strong public speaking skills.
• Passion for the company’s mission and services.
• Must have excellent interpersonal skills and the ability to engage with all staff.
• Must be able to establish firm and reliable contacts in various media outlets.
• Demonstrated ability to build and manage stakeholder relationships.
• Demonstrated ability to work collaboratively, develop effective networks and partnerships.
• Demonstrated project management and planning experience.
• Demonstrated knowledge of corporate communications tools including web, social media and print mediums.
• Demonstrated ability to deal with confidential and sensitive information.
Physical Demands:

- Occasionally lift or move objects weighing about 20 pounds.

Environment and Scheduling:

- Work is performed during standard business hours, Monday through Friday.
- Must be flexible and available to work additional hours when necessary.

CASL is an Equal Opportunity/Affirmative Action employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, ethnic or national origin, or any other status protected by State and Federal Law.