



The Commonwealth of Massachusetts Asian American and Pacific Islanders Commission

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Communications and Social Media Manager

- Organization:** Asian American and Pacific Islanders Commission (AAPIC)
- Reports To:** Executive Director
- Employment Status:** Full-Time
- Location:** Massachusetts (Hybrid; minimum one in-person workday per week and some in-person events required)
- Compensation:** **\$60,000 to 70,000** annually, commensurate with qualifications and experience
- Probationary period:** This position includes a 6-month probation period.
- Application period:** **February 25 through March 10.** Applications will be reviewed following the closing date.

About the Asian American and Pacific Islanders Commission (AAPIC)

The Asian American and Pacific Islanders Commission (AAPIC) works with the Governor and Lt. Governor's Office, the Legislature, and state agencies on issues affecting AAPI communities across Massachusetts. Through listening sessions, public engagement, and community partnerships, AAPIC works to elevate community voice and promote equitable access to state services and opportunities.

About The Position:

The Communications and Social Media Manager supports the Executive Director to lead AAPIC's public communications and outreach efforts. This role ensures that the Commission's messaging is clear, culturally responsive, accessible, and rooted in the needs of Massachusetts' diverse AAPI communities.

The Manager drafts and implements communication material in English and other AAPI languages aligned with AAPIC's Strategic Plan, oversees digital platforms, strengthens relationships with community partners and media, and supports Commissioners in effectively engaging the public.

This position requires a strong commitment to racial equity, language access, and meaningful community engagement.

Key Responsibilities

Under the direction of the Executive Director:

Communications Strategy

- Develop and implement comprehensive communications strategies aligned with AAPIC's Strategic Plan, including crisis communications planning.
- Ensure messaging is clear, accurate, culturally responsive, and accessible to diverse audiences, including immigrant and limited-English-proficient communities.



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- Uphold consistent brand identity, tone, and visual standards across all materials.
- Track the impact of communications through analytics and reporting; adjust strategies as needed.
- Build and maintain strong relationships with community-based organizations, advocacy groups, media outlets, and other stakeholders.

Digital Communications

- Oversee AAPIC's social media presence (Instagram, Facebook, LinkedIn, X), ensuring timely, high-quality, community-focused content.
- Develop and manage AAPIC's monthly e-newsletter and Community Bulletin, sharing updates, policy developments, and community opportunities.
- Maintain and update AAPIC's website to ensure it is user-friendly, accurate, and accessible.
- Ensure communications comply with accessibility standards and promote language access whenever possible.

Community Engagement and Public Relations

- Amplify community voices by highlighting findings from listening sessions, public hearings, and community events.
- Support outreach efforts for key initiatives, including AAPI Heritage Month and other Commission-led programs.
- Draft press releases, public statements, speeches, and talking points for Commission leadership.
- Build relationships with journalists and media outlets that cover AAPI and immigrant issues.
- Provide media guidance and training support to Commissioners as needed.
- Represent AAPIC at tabling opportunities and public forums when requested by the Executive Director.

Subcommittee and Event Support

- Support the Community Engagement & Visibility Subcommittee in advancing outreach goals.
- Assist with communications and promotion for major events, including the Unity Dinner/Lunch and Swearing-In Ceremony.
- Coordinate event management, marketing, digital promotion, and post-event communications.

Management and Collaboration

- Foster equitable and inclusive hiring practices for interns.
- Collaborate with staff and Commissioners to ensure communications reflect community priorities.
- Contribute to drafting and publishing AAPIC's Annual Report.



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- Perform other duties as assigned by the Executive Director.

Minimum Qualifications

- Bachelor's degree in Communications, Public Relations, Marketing, Journalism, or a related field.
- 3 years of professional experience in communications, digital media, marketing, or related work (full-time experience).
- Strong writing, editing, and storytelling skills.
- Experience managing social media platforms and digital communications tools.
- Ability to manage multiple projects and meet deadlines in a small team environment.
- Demonstrated commitment to racial equity and culturally responsive engagement.
- Based in Massachusetts and available for in-person events as needed.

Preferred Qualifications

- Experience working with AAPI, immigrant, or refugee communities.
- Familiarity with the Massachusetts state government or public sector communications.
- Experience with Canva, Mailchimp, WordPress, and social media analytics tools.
- Experience with crisis communications.
- Multilingual skills relevant to Massachusetts AAPI communities are strongly preferred.

Benefits

This position is eligible for benefits through the Commonwealth of Massachusetts, including vacation leave, sick leave, personal leave, paid holidays, and participation in retirement and insurance programs, in accordance with Commonwealth policies and applicable agreements.

Application Period

Please submit your resume and cover letter with "Communications and Social Media Manager" in the subject line to jobs@aapicommission.org

The Commonwealth of Massachusetts is an Equal Opportunity Employer. Qualified applicants are considered without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability, or veteran status.



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