



# TAIKO COMMUNITY ALLIANCE

P.O. BOX 26895, SAN JOSE, CA 95159

INFO@TAIKOCOMMUNITYALLIANCE.ORG

## Communication Manager Job Description

**Position:** Communication Manager

**Reports to:** Executive Director

**Salary:** \$32k-\$40k annually (for Part-Time); \$45k-\$55k (for Full-time)

**Status:** Full-Time or Part-Time, Exempt

**Benefits:** Remote work, flexible work schedule, sick leave, accrual of paid time off, paid holidays.

**Location:** Remote. Must be comfortable with flexible scheduling across multiple timezones.

### The Organization:

The Taiko Community Alliance (TCA) is dedicated to being a resource to the greater taiko community and is based on the following core values: Respect, Heritage & Evolution, Empowerment, Inclusivity and Transparency. The mission statement of the Taiko Community Alliance is as follows: "To empower the people and advance the art of taiko".

### Position Summary:

As the world cautiously emerges from the COVID-19 pandemic, the Taiko Community Alliance is focusing on restructuring our programming and improving our financial sustainability.

As part of this effort, the TCA is recruiting for a Communication Manager who will be at the forefront in re-centering our brand identity, marketing efforts, and communications strategy.

The Communication Manager will work in collaboration with the Executive Director, TCA Board, and volunteer Working Committees to:

- Serve as a branding filter to approve all materials generated by workgroups for distribution
- Craft and distribute our monthly newsletter, TCABeat, to a readership of over 4500
- Establish a consistent and effective social media presence on our preferred media channels: YouTube, Instagram, Facebook
- As needed, issue e-blasts to market, promote, or recruit for core programs
- Ensure that Community Calendar feature of the website is maintained and current
- Work closely with other Working Committees so that progress is complimentary: e.g. work with Programs, Exec Comm/Executive Director, and Conference Coordinator to ensure that communication strategy and media executed, and that everyone is aware of any complimentary communications within TCA.
- If Full-Time, additional responsibilities include

- Create additional media materials to support publicity, marketing, fundraising, etc.
- Work with Executive Director to map our communications strategy and plans for future growth
- Other duties as assigned

### **SPECIFIC RESPONSIBILITIES**

1. Oversee ongoing operational and administrative efforts including but not limited to:
  - a. Brand Identity
  - b. Communications Calendar
  - c. Programmatic Support
2. Demonstrates ability while effectively collaborating with all TCA stakeholders including but not limited to members, directors, advisory council, staff, volunteers, sponsors, contractors and vendors.

### **CANDIDATE EDUCATION, EXPERIENCES, AND COMPETENCIES**

#### **Education**

- Degree or certification in Business Administration, Fundraising, Marketing, Community and Social Service Management, or Nonprofit Management required. Bachelors degree preferred.
- In lieu of a degree, 3 years of brand management / marketing / social media management experience may be considered.

#### **Experience**

- Minimum of 3 years of writing experience in positions of increasing responsibility and authority.
- Minimum 3 years of non-profit experience.
- Experience with sponsorship recruitment and retention is preferred.
- Demonstrated experience in the following:
  - marketing management
  - social media management
  - Working cross-functionally within many work teams
- Knowledge of publicity best practices and other promotion / awareness building preferred
- Knowledge or experience with cultural and/or traditional folk arts required. Emphasis on ensemble taiko study is preferred, but not necessary.

**Competencies and Attributes** - The ideal candidate should possess the following:

- Ability to adapt, pivot, and adopt a resilient mindset
- Ability to be a proactive force, to anticipate challenges, and serve as a positive agent of change within TCA.
- Knowledge of Federal and Local non-profit and accessibility guidelines. Familiarity with California guidelines preferred.
- Excellent non-profit administrative skills
- Excellent oral and written communication skills.
- Comfort with public speaking both in-person and over virtual platforms.
- Comfort with working effectively in a “virtual office” environment. Able to utilize various communication, collaboration, and organizational platforms (ie G-Suite, Zoom, Canva, etc) as needed.
- Capability and willingness to maintain a flexible work schedule – weeknights and weekends may be required.
- Ability and willingness to travel for major programming/events
- Familiarity with or the desire to become familiar with the history and practice of taiko.

**Work Conditions:**

This position is remote. We suggest minimal excess of noise and weather exposure to perform job duties. Suggested office/work space conditions include appropriate lighting, ventilation, temperature, and cleanliness/sanitation. This position is considered a light duty job, wherein heavy lifting is not a requirement, and moving or lifting less than 10 pounds of weight.

**To apply:**

Candidates should submit the following to [careers@taikocommunityalliance.org](mailto:careers@taikocommunityalliance.org)

- cover letter
- resume of no more than two pages
- three references

This posting period closes at 11:59 PM (Pacific Daylight Time) on 9/25/22

*The above statements are of a general nature and are intended to describe the level of work being performed. It is not intended to be an exhaustive list of all responsibilities and duties of the position.*

*The Taiko Community Alliance provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws.*

*This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation and training.*