



1007 West Broadway Ave, Minneapolis, MN 55411

www.theseadproject.org | 612-987-7313

Marketing & Communications Coordinator

(part-time, non-exempt)

Position Overview

SEAD is growing our mighty creative team! We seek a passionate, effective and seasoned storyteller who knows how to speak community. Our team seeks someone with experience in socially-conscious marketing, with excellent skills in communication,, and someone that has a keen eye for communications and campaigns and knows how to pair design with copy to help SEAD collectively grow our vision through community-based storytelling. This role will work closely with our creative team and Co-Directors.

Location: Minneapolis / Hybrid (in office + remote) / Twin Cities Area (as needed for events)

Hours: PT / up to 30 hours per week

Compensation: \$22.04 - \$24.30 / hour

Timeline: Intended Start day Monday, September 9

Benefits:

- 42 hours of PTO annually, renewed on work anniversary
- 2 weeks paid office closure for wellness breaks
- Professional development and wellness funds available at Co-Directors discretion

Role & Responsibilities

Our Marketing & Communications Coordinator will lead overall external communications and digital engagement strategies, helping to grow SEAD's mission and vision with our guiding values and principles. They will work closely within our small team to craft messaging for events, programs, fundraising campaigns, and community support.

Core responsibilities will be:

- Develop and manage overall internal and external communications including planning, visioning, and copywriting for newsletters, social media, and digital engagement and outreach to amplify SEAD's programs, fundraisers, events, and projects (*SEA Roots, Planting SEADS, SEA Change Lab, Cultural Organizing, SOON, etc.*)
- Collaborate with the team to craft and curate content on SEAD's issues and priorities for digital campaigns
- Collaborate with Lead Designer on digital graphics and visuals for:
 - Social media and digital campaigns
 - Website
 - Storytelling projects
 - Marketing materials for programs, fundraisers, and events
- Manage social media accounts and track interactions and statistics for impact reports and analysis
- Track website traffic and analytics
- Occasional in person tabling and event support to better engage and understand community



Skills & Qualifications

Seasoned experience in strategic communications, storytelling, and copywriting is highly desired. Must be a strong writer in written and verbal communications, social media-savvy, knowledgeable and in-the-know about BIPOC solidarity and movements, understand Southeast Asian diaspora communities and social justice issues that impact them, and is excellent at digital mobilization and outreach. Has access and ability to post to social media sites, including Facebook, LinkedIn, Instagram, and monthly newsletters. Ideal candidate must be self-motivated, highly organized, and analytical. Knowledge of design software (InDesign, Illustrator, Photoshop, Canva) is preferred but not required. Ability to work with a diverse team and BIPOC and/or Southeast Asian communities.

To Apply:

Send a letter of interest, resume, and 2-3 creative samples on communications, campaigns, toolkits, etc. that reflect communications and outreach work, and two references to hr@theseadproject.org.

Deadline to apply is August 15th

Organization Background

The SEAD Project (Southeast Asian Diaspora) is a community organization that grows social empowerment ecosystems through cultural organizing, critical language, and just storytelling.

Learn more: www.theseadproject.org

SEAD's Value Statements that Guide Our Work

- **Community Minded:** SEAD reflects the needs and hopes of our community by increasing visibility and voice.
- **Creative:** SEAD encourages curiosity, engagement, and representation through varying and explorative forms of artistic expression.
- **Integrity-Leading:** SEAD fosters principles that encourage compassion, mutual accountability, and transparency, while striving for a sustainable future.
- **Continuously Learning:** SEAD remains open to experimentation and integrates new knowledge and perspectives.
- **Culturally Accessible:** SEAD creates culturally-responsive programs, resources, and space that represent our community, prioritizing the SEA diaspora and leaving space for solidarity with other marginalized identities.