

Hmong American Peace Academy

Job Description: Marketing & Communications Manager

Final Draft



HAPA is a K-12 Public Charter School located on the northwest side of Milwaukee, WI authorized to serve scholars from preschool through 12th grade. HAPA provides scholars with rigorous academics, character development, and Hmong cultural values, preparing them to excel in colleges, universities, and careers. A high-performing and award-winning organization known for academic achievement, HAPA currently serves nearly 1,900 scholars, with a vision to grow to serve over 2,100. The HAPA Foundation raises, manages, and distributes funds and other assets in partnership with HAPA to support its mission and goals.

Position Overview:

Beginning its 21st year of operation, The Hmong American Peace Academy (HAPA) seeks a Marketing and Communications Manager to support its next phase of growth and pursuit of excellence. HAPA's thriving community needs a vibrant Culture of Philanthropy and effective fundraising to fulfill the organization's mission. The Marketing and Communications Manager will be responsible for developing a strategic plan for marketing and communications including social media in managing relationships with potential donors and influencers, and managing HAPA's communications in the philanthropic community.

The ideal candidate will be a mature, resourceful leader who can build relationships with potential funders and community partners; inspire, develop, organize and oversee various marketing communications, fundraising events, and provide support for fundraising strategy for HAPA. The Marketing and Communications Manager will work closely with a high-performing development and communications team.

Reporting Structure

This position reports directly to the Development Director.

Position Description:

HAPA is seeking a Marketing and Communications Manager (MCM) to join our dynamic senior leadership team working to instill hope in our community by equipping our scholars to dream big in all that they do today, tomorrow and as future leaders of our city and nation. The MCM will partner and collaborate with the CEO and Director of Development and with teams across the organization.

This position requires an entrepreneurial and strategic leader with exceptional written and verbal communications skills coupled with marketing, design elements, and social media skillsets. This person is highly relational, creative, goal-oriented, demonstrates maturity in decision-making, and has a heart to steward a strong and healthy team towards excellence in their craft. As an ambassador of HAPA and its mission, vision, and goals, the MCM will play a key role with marketing and communications.

Key Roles and Responsibilities:

The successful Marketing and Communications Manager candidate will assist the Director of Development in creating a culture of philanthropy through marketing, communications, and media.

Creating and running proactive media and communication initiatives that motivate and tell a compelling story of multi-generational transformation in the Hmong and greater communities is key to this role.

- Expand HAPA's voice, brand and presence in Milwaukee, Wisconsin, and nationally as well as the organization's influence on key issues facing the organization and communities we serve.
- Demonstrate exceptional team and people management skills; deep commitment to and belief in developing others; ability to influence, inspire trust and motivate others to achieve objectives; both internally and externally.
- Effectively lead change initiatives while thoughtfully considering the impact of decisions, always prioritizing HAPA's mission and our scholars.
- Design and present engaging and visually exciting stories on our website, social media platforms, presentation materials, and externally facing printed materials.
- Create a media campaign for appropriate press releases and PR to celebrate our scholars, families, staff and community.
- Manage and execute an engaging and innovative annual communications and marketing plan to exemplify the unique qualities of HAPA, its scholars, families, and community.
- Enhance brand development and consistency with all external and internal facing communications including printed and digital materials, presentations, speeches, social media, and other materials as needed.
- Update the website and improve its functionality in collaboration with the IT department.
- Take photographs and videos to capture the essence of a HAPA scholar.
- Tell the story of a HAPA scholar through a variety of media (photographs, video, printed and digital materials, including assisting in the organization and management of school pictures).
- Develop and create standards and templates for communications with news media to include television outlets, newspapers, neighborhood news, press releases, etc.
- Manage a social media calendar for Facebook, Instagram and LinkedIn.
- Serve as communications advisor for HAPA's CEO and leadership team.
- Lead organizational crisis communications efforts, as needed.
- Lead internal and external communication initiatives, including communications rollout for strategic priorities, preparation of media projects, press release and announcements, newsletters (internal and external), talking points/key messages, and generating media opportunities that support HAPA's mission, vision, and goals for the future.
- Work closely with the CEO to identify organizational challenges and communications opportunities/solutions; define and execute appropriate strategies to support HAPA.
- Work across the HAPA organization to support communication best practice implementation with staff, scholars, families, partners, donors, and other stakeholders.
- Manage all media contacts and serve as liaison between media outlets and the CEO and HAPA.
- Partner with the CEO on strategic management of our core communications platforms including website, social media and newsletter.
- Create and design recruitment materials for potential donors, employment, and new families.
- Create advertising for social media and print campaigns.
- In collaboration with the Director of Development, create collateral materials related to fundraising activities.
- Establish measurable objectives for success in marketing and communications.

Profile of the Successful Candidate:

- Excellent written and verbal communication skills with the ability to communicate through various mediums such as email, promotional marketing materials, external facing presentations, and social media

- Leadership (problem-solving) innovation – writing, planning, and research.
- Management and organizational skills.
- Digital marketing, media and social media proficiency
- Attention to detail and editing skills.
- Experience creating marketing and campaign collateral materials.
- Content creating and storytelling
- Crisis communications
- Analytical skills
- Brand awareness
- Networking and relationship building
- Collaborative and able to actively listen to the perspectives and ideas of others
- Mission driven
- Adaptability and flexibility
- Emotional and cultural intelligence
- A willingness to learn and engage with HAPA scholars, staff, families and the community to support the mission of HAPA.
- A passion for serving students in marginalized communities
- Detail-oriented, innovative self-starter who can juggle multiple projects at once

Preferred Qualifications:

- Bachelor’s Degree in related field
- At least 3 years of experience in marketing and communications with special consideration for experience at a nonprofit organization
- Experience with web design and maintenance
- Proficient with design programs like Canva, InDesign, Publisher, Adobe and Illustrator, and related programs
- Ability to create digital newsletters using messaging tools like Bloomerang, Constant Contact, and the like
- Familiarity with Meltwater Suite for data analysis
- Experience or ability to be a self-learner with online giving platforms
- Demonstrated a record of successful media campaigns

Job Details:

- Full-time, 12-month position
- 17 days of PTO (Paid Time Off) and 8 Paid Holidays
- Health, dental, vision, life benefits after 60 days of employment
- Eligible to participate in Short Term Disability and Long Term Disability plans
- Eligible to participate in 403b retirement plan (within qualification guidelines)

Nondiscriminatory Policy:

Hmong American Peace Academy is an equal opportunity employer and does not discriminate on the basis of age, race, color, sex, national or ethnic origin or any other basis prohibited by law when hiring, promoting, establishing wages, or providing benefits.

For more information or interested in applying, please contact:

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