



POSITION: Content & Digital Marketing Associate
JOB TYPE: Full-Time
REPORTS TO: Associate Director of Communications

ABOUT KACF

The Korean American Community Foundation (KACF) is the leading organization in the United States dedicated to mobilizing the philanthropic impact of Korean Americans to strengthen the economic security of our community. Since its founding in 2002, KACF has fostered a culture of giving that has brought together thousands of donors to collectively invest \$20 million in strengthening the economic security of underserved and under-represented Korean Americans in the New York metropolitan area and beyond. Now, stepping into our next chapter of growth, we have expanded our national impact as a grantmaker, capacity builder, and convener for transformative change.

POSITION SUMMARY

As KACF evolves into a national foundation, we are seeking a Content & Digital Marketing Associate to join our team at this pivotal stage of growth. The Associate will create compelling content and support digital marketing efforts that strengthen KACF's brand, engage diverse audiences, and expand our national reach. This is an exciting opportunity for a creative, community-minded professional eager to grow and apply their skills in content creation and digital marketing while contributing to impactful, mission-driven work in the nonprofit and philanthropic sectors. The Associate will report to the Associate Director of Communications and collaborate closely with the full KACF team.

KEY RESPONSIBILITIES:

Content Strategy & Management (75%)

- Produce engaging written, visual, and multimedia content for KACF's social media, e-blasts, website, and other digital platforms
- Manage KACF's website, social media, email marketing platform, and other digital tools of communications
- Work with the Administrative Assistant to help curate and support the President & CEO's social media presence
- Monitor and ensure that internal and external communications stay aligned with KACF's brand strategy
- Develop marketing materials, including one-pagers, presentation decks, and supporting content and collateral for press releases, media kits, and other communications activities
- Gather stories from KACF's staff, grantee partners, and donor community and identify relevant data, research, and statistics to strengthen storytelling about KACF's impact
- Track and analyze content performance and digital engagement to inform future communications strategies



- Work with the Administrative Assistant to help curate and support the President & CEO's social media presence

Strategic Planning & Execution (15%)

- Support the development and implementation of KACF's communications strategy, including coordinating key meetings and maintaining editorial calendar
- Coordinate cross-organizational communications efforts to advance fundraising, programmatic, and overarching organizational goals
- Project manage special communications initiatives, including anniversary campaigns, national marketing campaigns, and brand building efforts, working closely with all teams to ensure cohesion and effective delivery

Other Projects & Responsibilities (10%)

- Help research and build media lists by identifying journalists, outlets, and other contacts best aligned with KACF's target audiences, and support strategic engagement through social media and other communications efforts.
- Stay current on nonprofit communications tools and best practices to enhance KACF's communications efforts

SKILLS & EXPERIENCE:

Experience

- Minimum 2 years of experience in social media management, graphic design, communications, journalism, marketing, or related work, preferably at a nonprofit organization or a foundation

Project Management & Leadership

- Strong organization skills with the ability to effectively prioritize tasks
- Agility and flexibility in responding to shifting priorities and deadlines
- A self-starter capable of working with limited supervision

Technology

- Working knowledge of email marketing platforms and content creation tools, such as Constant Contact, Canva, or experience using similar platforms
- Experience capturing and translating photo and video content into compelling marketing materials and short-form videos optimized for social media
- Working knowledge of website management tools, including Wordpress, Squarespace, and Webflow.
- Working knowledge of social media platforms including Facebook, Instagram, LinkedIn, and YouTube



- Tech savviness with the ability to stay attuned to philanthropic, nonprofit, and AANHPI community advancements that can help or amplify or streamline communications efforts

Skills and Qualities

- Excellent interpersonal, written, verbal communication
- Eye for design and visual storytelling
- Critical thinking in assessing, compiling and disseminating information and creativity in storytelling
- Agility and flexibility with multitasking
- Ability to prepare and deliver information both internally and externally, and to comfortably interact with diverse audiences as well as nonprofit and community groups

Teamwork

- A strong team player capable of working collaboratively with a diverse range of internal and external stakeholders who exhibits maturity, respect for others, and team-centered approach
- Flexibility in supporting the team as needed and in working as needed before/after office hours and some weekends

Cultural Competence

- Some Korean language proficiency is preferred but not required. Knowledge of or experience working within the Korean/Asian American community is a plus.

Education

- Bachelor's degree required

COMPENSATION:

\$66,700 –70,000 - Commensurate with experience and qualifications. This is a full-time position offering a competitive benefits package that includes medical, dental, and vision coverage, a 401(K) with matching, an FSA for medical and transit, professional development opportunities, and more. KACF operates on a hybrid work model with in-office days on Tuesdays and Thursdays, and remote work on Mondays, Wednesdays, and Fridays. This position is based in New York City.

HOW TO APPLY:

To apply, please fill out an application [here](#). Applications will be accepted until the position is filled.