

HATE IS A VIRUS

Last updated: Jul 8, 2024

About Our Organization

Hate is a Virus began as a campaign to raise awareness of the roots and harm of anti-Asian hate during the COVID-19 pandemic. We've since broadened our scope of work to being an organization *rooted* in the AANHPI community that sees our flourishing tied to the *collective liberation* of all beings and communities.

[Hate is a Virus](#) aims to inspire our Asian American Pacific Islander communities to learn and engage with efforts for collective liberation. We do this through creating engaging, innovative educational content that addresses essential community topics in the context of a larger movement. We pair our insightful content with clear calls to action, pointing our audience toward trusted activist leaders and organizations. You can learn more about our Values and Core Pillars of Work [here](#).

To build the next chapter of the organization, Hate Is a Virus is transitioning from a volunteer-run organization to a core team of part-time staff. We seek passionate, thoughtful, empathetic and bold team members committed to engaging AANHPI communities towards our collective liberation.

Community Manager

Hate is a Virus is looking for an innovative, creative, and passionate Community Manager (CM) to join our team. The CM will play a key role in amplifying our mission, engaging our community, and advancing our advocacy efforts through the strategic use of social media platforms and beyond.

Strong candidates will have personal expertise in (1) social media management and (2) racial and social justice work, and know how to (A) create compelling content, (B) foster and guide meaningful engagement with social media audience members, and (C) mobilize support for our cause.

SCOPE OF THE ROLE

This is a remote, part-time role requiring an average commitment of 12-15 hours per week. Hours are flexible depending on your availability, but consistent communication through Slack and attendance at weekly meetings are required. During program launch or rapid response periods, hours may exceed the 15 hour mark. Any additional hours required will need organization approval and be compensated.

This role reports to the Executive Director. No Direct Reports at this time, but CM will eventually support in building out and managing a growing social team of staff, volunteers, and/or contractors. The CM will work closely with Communications Manager and Programs Director to identify key messages that need to be communicated through social media. The CM may also need to bring on and manage support on a project-basis (e.g. graphic designer, video producer and editor, copywriter) as needed and with approval from Executive Director and Development Manager.

COMPENSATION

Compensation is based on similar roles at comparable nonprofits across key metropolitan areas:

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- Monthly Compensation: **\$1,500-\$1,700** (assuming commitment of ~12 to 15 hours per week and compensation scales with rough number of hours available each week)
- Monthly Wellness Stipend (spent to your discretion): **\$150** per month
- Unlimited PTO (not over 1 week at a time unless approved beforehand)

RESPONSIBILITIES

The CM will help shape social media strategy and identity for the organization in collaboration with the Communications Manager. Our main social media channels are currently Instagram, TikTok, and LinkedIn. This role may evolve to touch any or all of the following responsibility areas:

- Develop and implement a comprehensive social media strategy to raise awareness, drive engagement, and promote our mission and initiatives. This includes strategy for in-house social media content as well as content collaborations with other organizations and content creators.
- Manage all aspects of our social media presence, including content creation, posting schedules, community management, and performance tracking.
- Develop social media calendar and ensure alignment of calendar with broader organization initiatives, such as, email newsletters with Communications Manager, program launch dates with Program Director, or fundraising campaigns with Development Manager.
- Create and curate engaging and values-aligned social media content, including graphics, videos, and written posts, that resonate with our target audience and align with our values and messaging.
- Collaborate with internal teams to integrate social media into broader communication and advocacy campaigns.
- Cultivate and maintain relationships with influencers, partners, and community organizers that we partner with on social media content creation to expand our reach and impact.
- Develop clear, concise, and informative creative briefs to share with social media content creator partners for any collaborative social media content.
- Collaborate with the Executive Director and Legal team to create agreements to share with content creation partners.
- Engage with our social media community through thoughtful replies to FAQs and comments, story amplification, and more.
- Create an ongoing list of trusted content creators and organizations that we can amplify on a regular basis, alongside examples of content creators and organizations that may not align.
- Ensure that all social media content that is published, shared, or amplified are from values-aligned and diverse organizations, content creators, and leaders.
- Regularly identify opportunities to be in solidarity with our BIPOC community through social media, whether it's to amplify their call-to-actions, highlighting their organization, or collaborating on content series.
- Monitor social media trends, conversations, and emerging issues related to racial and social justice, and identify opportunities for engagement and advocacy.
- Stay informed about relevant industry trends, best practices, and platform updates to continuously enhance our social media strategy and tactics.

Key Objectives:

- Build social media following and quality engagement across our core social media platforms.

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- Drive conversions from social media content into additional deeper forms of engagement, such as program sign-ups, email newsletter sign-ups, and donations.

Required Skills and Work Experience:

To be successful in this job, you will excel in the following areas:

- **Innovative, creative and bold social media experience:** Minimum of 5-7 years of experience in communications, marketing, social media, content creation or related fields with deep roots to community organizing, advocacy, or related fields. Must furnish a proven track record of designing and implementing successful social media communication strategies. Must be familiar with and keep up to date on the latest developments in social media, including changes in various platforms' algorithms, preferred posting rhythms, and formats.
- **Deep understanding of Asian American Pacific Islander history and needs:** You understand the history and complexities of the AAPI community and the importance of solidarity building efforts with other marginalized and POC communities. You have strong grounding in the intersections between racial, gender, and economic justice. You understand the importance of actively fostering organizational culture aligned with our mission to build collective power.
- **Project management:** You excel at setting goals and creating plans that involve a diverse group of stakeholders. You manage various complex tasks in both remote office settings and campaign environments, making strategic decisions on prioritization and when to adjust course, all while maintaining a clear vision of the overall objectives. Your approach is characterized by a strong sense of ownership, adaptability, and resilience.
- **Relationship building:** You have a proven ability to build and nurture strong relationships with stakeholders of diverse backgrounds, including race, gender, and other identities. You have a deep desire and passion to listen to community needs and concerns, and seek out opportunities for collaboration. You build trust with the community through values-alignment, commitment and follow-through.
- **Strong written and verbal communication skills:** You believe in the power of storytelling and are passionate about developing compelling pitches (written and verbal) that are tailored to the needs of different audiences and stakeholders. You understand how to consistently capture and execute the voice of Hate is a Virus and produce high-quality communication materials.
- **Mission & values alignment:** You are motivated by Hate is a Virus' mission, vision, and values towards collective liberation. Your work is grounded in your values of justice and equity and you hold a deep understanding of how race and other identities intersect in our efforts.
- **Strategic thinking and ability to execute:** Ability to think strategically, problem-solve, and innovate, prioritize, and adapt to changing circumstances in a fast-paced environment.
- **Nimble:** As we enter the next chapter of the organization, there will be many points of experimentation and evolution. You thrive in moments of uncertainty and are motivated to help shape the future of an organization in a way that aligns with our values and mission.
- **Self-starter with initiative:** You take pride in your ability to take initiative, thoughtfully advocating for ideas you believe would benefit our community and taking proactive steps to define the strategy and execution for the team to further discuss and evaluate.

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Nice-to-Have Skills and Experience:

- An understanding of digital and in-person organizing landscape and grassroots peoples movements

If you're interested in joining us, we'd love to hear from you! Please send your resume, cover letter, and writing/social media samples (see below) demonstrating relevant experience to reed@hateisavirus.world.

In your cover letter, please include why you are passionate about our mission, how your skills and experience align with the responsibilities of this role, and how you hope to grow personally and professionally with our organization.

Please also share the following:

- 2-3 social media posts **created by you** pertaining to concepts of justice, race, and social impact similar to the topics covered by Hate Is a Virus (video, carousel, or any other formats; can be links to posts currently live on social media accounts, or mocked-up samples).
- Links to 2-3 posts **from accounts you see as similar** to the racial/justice social media content that you would create for Hate is a Virus.
- Links to 2-3 **social media accounts** related to mobilization around the ongoing genocide in Palestine that you would suggest sharing to Hate Is a Virus' Instagram Story.

We can't wait to hear from you!