Digital Communications Associate

Organization Overview

_Sakhi for South Asian Women_ exists to represent the South Asian diaspora in a survivor-led movement for gender-justice and to honor the collective and inherent power of all survivors of violence. Sakhi is committed to serving survivors through a combination of efforts including—but not limited to—direct services, advocacy and organizing, technical assistance, and community outreach.

Our office offers a unique work environment that is collaborative, fun, and committed to social justice. Sakhi is an equal opportunity employer. Candidates of diverse backgrounds, identities, and abilities to apply.

Sakhi is looking for a full-time Digital Communications Associate, who will report to the Communications Manager. The Associate will support the Manager in monitoring, updating, and creating content for Sakhi’s digital presence, and in developing and measuring progress on our annual Communications and Developments strategies.

Please note: Candidates must have a strong commitment to working from an intersectional, anti-racist, and inclusive perspective. Those with a strong background in social justice work are encouraged to apply.

Position Responsibilities

- Amplify Sakhi’s voice through our Communications and Marketing efforts by monitoring, updating, and creating content for Sakhi’s digital presence, including but not limited to our social media, website, email marketing, and digital partnerships and collaborations;
- Work with Sakhi’s Development team to develop our communications/marketing goals, develop plans to reach them, and measure progress (implement metrics-based and relationship-based goals and track growth);
- Work closely with the Programs Team to ensure Sakhi is actively and accurately representing both our work and the survivors in our community through our content;
- Boost engagement and partnerships through new social channels with creative content and tracking of/attention to Sakhi’s audience(s) [for example on newer platforms, such as Tik Tok, Clubhouse];
- Support the strategic planning and implementation of annual fundraising campaigns and events (through graphic design, strategic collaborations, email newsletters and more);
- Engage with the gender justice space in NY, from small to large organizations and amplifying Sakhi’s outreach efforts and community events;
- Maintain confidentiality of survivor experiences and records at all times and engaging with vocabulary and dialogue that are in line with Sakhi’s verbiage and guiding principles [for example: using the term “survivor” vs. “victim”];
- Other duties as required.

**Required Qualifications**

- Investment in gender justice, mental health, systemic change, and a strong commitment to critiquing and building a movement is a must. Must be [values-aligned with Sakhi’s core principles](#) and mission of eradicating gender-based violence;
- Adobe InDesign, Illustrator, and Photoshop proficiency;
- 1+ years of experience working in graphic design and/or marketing;
- Strong interpersonal, writing, and organization skills;
- Ability to work well across teams;
- Adopting and adapting to an organizational voice; Have a keen understanding of how to engage with diverse communities audiences, especially when using persuasive messaging;
- Self-motivated, independent worker with collaborative skills and an eagerness to learn and grow;
- Willingness to learn about new developments in the field by reading professional literature, attending courses and seminars, and establishing and maintaining contact with other social service agencies;
- Attentive to detail, well-organized, and able to multitask;
- Ability to work well under pressure and juggle multiple time-sensitive tasks;
- Ability to work flexible hours including some evenings and weekends;
- Interest in the history of the South Asian diaspora in NYC and the U.S. at large is a plus;
- Fluency in one or more South Asian languages, especially Hindi, Urdu, and/or Bengali a plus but not essential;
- U.S. Work authorization required.

This is a full-time role that requires flexibility with schedule. Work hours are Monday - Friday, 10am-6pm. Some evenings and weekends will be required. Salary starting at $55,000. Sakhi offers health and dental benefits, paid parental leave and all full-time team members have access to clinical supervision.

At Sakhi, we have a clear vision: to be the place where a diverse mix of talented people want to come, to stay and do their best work.

**Application Information**

Applications accepted until August 20th. Ideal start date: September 1st.
Send a descriptive cover letter, resume, and a writing sample to hr@sakhi.org in a single PDF attachment, with subject “Digital Communications Associate.” Please include your name and pronouns in your application.