



# ACLS Leading Edge Fellowship 2025

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| <b>Position Title</b> | Communications/Narrative Change Specialist  |
| <b>Organization</b>   | Asian Americans Advancing Justice   AAJC  |
| <b>Location</b>       | Remote (based in the US)  |
| <b>Stipend</b>        | \$70,000 in the first year, \$72,000 in the second year                               |
| <b>Benefits</b>       | Access to employer health insurance. Professional development funds provided by ACLS. |
| <b>Start Date</b>     | September 2025  |

## ORGANIZATION DESCRIPTION

[Asian Americans Advancing Justice | AAJC](#) (Advancing Justice | AAJC), founded in 1991 and based in Washington, DC, works to advance the human and civil rights of Asian Americans and build and promote a fair and equitable society for all. To achieve our mission, we engage in policy advocacy, research, public education, community capacity building and mobilization, and litigation strategies. Thus, we advance public policies that enable Asian Americans and other vulnerable communities to reach their full potential and address unfair and discriminatory structures that systematically deny these same communities their civil and human rights.

## POSITION DESCRIPTION

The Communications/Narrative Change Specialist will serve on the Communications team and report to the Vice President of Strategic Communications. They will be tasked with our strategic goal of increasing the visibility and understanding of Asian Americans as integral to the fabric of America. By serving as the project lead on initiatives that aim to change harmful narratives about Asian Americans, they will draw on research and policy to shape public perceptions of Asian Americans. They will apply their humanities training to influence some of the most pressing social and racial justice issues of our time.

As a member of the Communications team, the Specialist will collaborate with the department's research, community engagement, and litigation teams to further advance the goals of the different policy teams in the organization. Our census, voting, education, technology/telecommunications, anti-racial profiling, anti-hate, and immigration teams rely on the Communications team to translate dense policy debates and make them accessible for public audiences. This role will require the fellow to utilize their humanities training through the practice of ethical story gathering and storytelling in the service of a civil rights organization on a diverse array of issues. The Specialist will also serve as a thought partner to the Vice President of Communications and shape how Advancing Justice | AAJC approaches narrative change.

In addition to general communications responsibilities including drafting/creating factsheets for policy teams and monitoring/analyzing digital media, the Specialist will be responsible for three projects:

1. Caregiving Narratives: Working with a message testing consultant/firm, the Strategist will help test the effectiveness of caregiving narratives in Asian American communities. They will compile existing data on how effectively partners change caregiving narratives, and will manage the project by creating timelines, holding people accountable for deliverables, and debriefing.
2. Narrative Landscape Analysis: Working with policy team leads, the Specialist will identify and produce a series of research papers that provide actionable solutions to key narratives harming the Asian American community (e.g., xenophobia and education equity). Each paper will include metrics capturing how effective the proposed solutions are at changing the harmful narratives.
3. Interracial Solidarity Visualization/Study: Advancing Justice | AAJC works closely with allied communities of color. However, we often lack shared historical reference points to connect our

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interracial solidarity. The fellow will synthesize this shared history into a white paper on interracial solidarity in non-profit organizations, as well as related public-facing work products.

The fellowship tenure is 24 consecutive months, with an expected time commitment of approximately 37.5 hours per week.

### **Responsibilities and tasks:**

- Act as a thought partner to the VP of Strategic Communications to support Advancing Justice | AAJC's initiatives.
- Project manage and implement three special projects described above, including producing external facing deliverables such as reports, digital humanities websites, and other associated content.
- Generate and edit compelling original content for press releases, speeches, statements, Op-Eds, talking points, issue briefs, fact sheets, presentations, videos, newsletters, and other channels.
- Develop strategies and ideas for soliciting stories from impacted individuals and collaborate with Policy & Program teams to develop storyline content for each issue area; help provide creative solutions to communication challenges raised by these teams.
- Craft compelling narratives and editorial content about issues the organization and its partners are addressing, highlight progress achieved toward them, and issue inspirational calls to action.
- Conduct narrative training for organization staff and partners to utilize with different audiences.
- Determine key performance indicators to analyze communications/narrative change efforts, monitor and track emerging trends, and evaluate the effectiveness of communications outreach.
- Produce high-quality visual media that demonstrate an ability to convey organizational or programmatic messages succinctly and clearly.
- Collaborate with the development team and provide content for donor communications (media engagement metrics, coverage, newsletters, special and annual reports, etc.) as requested.
- Organize virtual webinars or in-person briefings for messaging and storytelling.

### **Qualifications:**

- PhD in any field of the humanities or interpretive social sciences. Read more about eligible fields [here](#).
- Ability to meet internal and external deadlines in a fast-paced environment.
- Excellent writing, editing, and oral communication skills.
- Experience analyzing information, identifying opportunities, and telling stories to evoke change.
- Ability to frame and articulate messages for the public and diverse audiences.
- Experience planning, researching, analyzing, developing content and presenting results.
- Strong interpersonal and relationship-building skills across diverse groups and various sectors.
- Ability to work independently and manage changing and multiple priorities.
- Strong project and process management, including planning and coordinating skills.

### **APPLICATIONS**

- Information on the Leading Edge Fellowship Program: <https://www.acls.org/Competitions-and-Deadlines/Leading-Edge-Fellowships>
- All applications must be submitted through the ACLS Online Fellowship Application System ([ofa.acls.org](https://ofa.acls.org))
- Application deadline: 9 PM EDT, March 12, 2025.

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