



## ASIAN & PACIFIC ISLANDER WELLNESS CENTER

### **Communications Manager – FTR102017**

#### **Agency Description**

Asian & Pacific Islander Wellness Center is a multicultural health services, education, research, and policy organization. We transform lives by advancing health, wellness and equality. We strengthen the well-being of and lead under-served communities—of all races, ethnicities, gender identities, sexual orientations, and immigration statuses—toward justice and health. Founded in 1987 as an all-volunteer, community-based response to the AIDS crisis in communities of color, we are an anchor-organization for San Francisco’s Tenderloin neighborhood, and we also lead regional, statewide, and national programming. API Wellness is a Federally Qualified Health Center.

*We believe that everyone deserves to be healthy and needs access to the highest quality health care.*

#### **Position Description**

The Communications Manager facilitates effective internal communications and increases the visibility of the agency’s brand identity by creating advertisements and promotional materials, implementing marketing plans, managing the agency’s web and social media presences, and coordinating media relations.

The position reports to the Chief Strategic Engagement Officer and focuses on four main skill areas: (1) storytelling, (2) graphic design, (3) web design, and (4) content creation. Activities support the overall external communications of the agency, including policy advocacy, as well as fund development, social marketing, and direct retail marketing for key programs.

The ideal candidate for this position is driven and self-motivated but enjoys working in a team. You like writing and designing, but more than anything, you want to create stories that resonate with specific audiences, using the most effective medium to achieve the desired result. You’re thoughtful, detail-oriented, with high standards of quality, but you also thrive in a fast-paced environment. You’re always looking for new information and are interested in the intersection between health and social justice. You find social media exciting, not daunting, and like engaging people in conversations online.

#### **Essential Functions**

1. Graphic Design
  - Work with internal clients to develop promotional materials, both written content and design, supporting key programs and projects;
  - Work with the Chief Strategic Engagement Officer and the senior leadership team to increase visibility of the agency brand through branded materials, posters, and advertisements;
  - Manage materials archive and internal branding resources for staff;
  - Coordinate production of materials including printing or creation of downloadable e-kits.
2. Media Relations
  - Draft and distribute press releases and media advisories on issues related to API Wellness’ mission and work;
  - Triage media requests and coordinate interviews with staff and clients;
  - Train and prepare staff and clients for media or advocacy opportunities;

- Pitch critical stories centering API Wellness-related issues to the media;
  - Coordinate media events;
  - Maintain media contacts and databases.
3. Website Management
- Maintain and update API Wellness' website using the WordPress online content management system;
  - Work closely with Director of Policy and Communications and IT Manager to ensure website is online and functioning properly;
  - Make design changes as needed to the website;
  - Train staff, as needed, on website content update policies and procedures.
4. Content Management and Retail Marketing
- Manage Facebook, Twitter, and YouTube social media accounts, focusing on implementing strategic plans, audience engagement, and performance monitoring;
  - Develop content promoting API Wellness programs such as written stories, photo stories, graphics, illustrations, digital video, motion graphics, staff and client interviews, etc. for web, social media, monthly e-newsletter, and reports/brochures/fact sheets;
  - Coordinate across departments to identify new program stories and increase brand identity and awareness among key staff;
  - Design and disseminate messaging to external audiences, including e-newsletter, update eblasts, etc.;
  - Develop templates and offer skills-based trainings, when appropriate, to staff to increase programmatic self-sufficiency.
5. Other duties as assigned.

**Minimum Qualifications:**

- Bachelor's Degree (or equivalent) with two years of experience in graphic design and website development/maintenance
- One year of proven experience developing content for and managing social media
- Strong graphic design and written skills, with an understanding of tailoring messages to specific audiences and channels
- Strong interpersonal, organizational, and time management skills
- Ability to work independently and with a team
- Ability to work effectively within a diverse organization
- Proven experience developing and maintaining websites using WordPress or similar CMS
- Proficient in WordPress, Microsoft Office Suite (Word, Excel, Powerpoint), Adobe Creative Suite (Photoshop, Illustrator, InDesign, Dreamweaver), Facebook, Twitter, and YouTube

**Preferred Qualifications:**

- Three to four years of experience in marketing, communications, writing, graphic design, digital video, and social media management
- Two years web design experience using Adobe Dreamweaver or other HTML editor
- Video and sound production experience
- Proficient in Dreamweaver, Adobe Premiere Pro, and Adobe After Effects

**Location:**

- San Francisco, CA

TO APPLY: ONLY applications submitted through our online database will be considered. Please include both your cover letter and resume when prompted to insert your resume in the database here:

<https://home.eease.com/recruit/?id=15637351>

*We offer a comprehensive compensation and benefits package which includes: medical, dental and vision insurance, generous vacation, sick leave and holidays, one-month sabbatical, 403(b) with employer match, flexible work schedule, flex spending account, life insurance, long-term disability, professional development opportunities and more! (Benefits guidelines and eligibility vary based on tenure, employment status and FTE, among other factors.)*

*Asian & Pacific Islander Wellness Center is an equal opportunity employer committed to identifying and developing the skills and leadership of people from diverse backgrounds. Asian & Pacific Islander Wellness Center does not discriminate on the basis of age, ancestry, citizenship status, color, creed, disability status, gender identity, HIV status, marital status, medical condition, genetic information, national origin, pregnancy, race, religion, sex, sexual orientation, veteran status, or any other legally protected class.*

*Pursuant to the San Francisco Fair Chance Ordinance, we will consider for employment qualified applicants with arrest and conviction records*