



API WELLNESS

Marketing Specialist, Community Development - FTR012018

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.

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

Position Description

The Marketing Specialist at Asian and Pacific Islander Wellness Center, Inc. (API Wellness) is a member of the National Capacity Building Assistance (CBA) Program, a federally-funded project aimed at providing consultation services, technical assistance and training to community-based organizations (CBOs) across the United States and its jurisdictions. The Marketing Specialist will be responsible for developing and fostering new relationships with business and organizations that would benefit from our technical assistance and trainings. *The ideal candidate is proactive, adaptable, solution-oriented, and client-centered.*

Essential Functions

- Develop new opportunities and manage existing relationships with businesses and organizations
- Develop and implement a strategic sales plan
- Develop a market analysis to identify training needs and trends
- Stay current with client needs, competition and industry trends
- Deliver presentations and proposals to clients
- Assist with sales and marketing advertising campaigns
- Develop and manage contact lists
- Create new content and copy write creative content
- Responsible for all online marketing including but not limited to social media posts and email blasts
- Graphic Design
- Coordinate other program activities in cooperation with the CBA Director
- Represent the National CBA Program and API Wellness at local and national meetings and conferences ☐
- Travel required (~40%)
- Other related duties as assigned

Minimum Qualifications:

- Bachelor degree in marketing, sales or equivalent
- Experience providing non-profit consulting, capacity building, or related areas to CBOs and/or other entities ☐
Strong analytical and problem-solving skills

- Excellent written and verbal communication skills, including public speaking
- Excellent interpersonal skills and ability to work cohesively with a team
- Excellent time management skills, highly organized and able to meet multiple deadlines
- Sensitivity to HIV-positive individuals; lesbian, gay, bisexual, transgender, and queer populations; and culturally diverse populations
- Proficient in Microsoft Office Suite
- Flexible schedule

Preferred Qualifications:

- Expertise in specific High Impact HIV Prevention interventions, particularly around HIV testing, Prevention with HIV Positive persons, and/or Condom Distribution
- Knowledge of specific HIV prevention intervention curricula such as CLEAR, PROMISE, Testing Together, and/or HIV Navigation Services
- Knowledge of curriculum development, research methods, program design, and/or monitoring and evaluation
- Knowledge and/or experience with e-learning design and systems
- Ability to foster and maintain relationships with clients and other stakeholders
- Experience working in communities of color and health
- Master degree in public health, social work or related field or equivalent

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=15644741>

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