



AAPCHO JOB ANNOUNCEMENT

Position: Marketing and Communications Manager

Department: Development and Public Affairs

Reports to: Director of Strategy and Impact

FTE: 1.0 FTE

Salary Range: \$65,400 - \$72,825

Start Date: ASAP

Deadline to File: Until Filled

Location: Remote position, Pacific through Eastern time zones preferred

ORGANIZATIONAL DESCRIPTION:

The Association of Asian Pacific Community Health Organizations (AAPCHO) is a national association of community health organizations serving Asian American (AA), Native Hawaiian and Pacific Islander (NH/PI) populations across the United States and its territories. AAPCHO's mission is to promote advocacy, collaboration and leadership that improve the health status and access of AAs and NH/PIs within the United States, its territories and freely associated states, primarily through our member community health clinics. Our vision is to establish a standard of excellence for community-based health care that is equitable, affordable, accessible, and culturally and linguistically appropriate to the people we serve.

POSITION/ROLE:

The Marketing and Communications Manager will be responsible for developing, implementing and evaluating marketing and strategic communications strategies and activities to advance AAPCHO's mission and key priorities. Reporting to the Director of Strategy and Impact, and working closely with senior leadership across the organization, the Marketing and Communications Manager is responsible for the development and supervision of all marketing and communications of the organization to engage AAPCHO's stakeholders.

An integral member of the Development and Public Affairs Team, the Marketing and Communications Manager will contribute toward the goal of creating targeted content in support of the organization's strategic plan. This position is responsible for creating and delivering impact-driven communications through AAPCHO's distribution channels, and developing strategic partnerships to broaden the organization's reach. With emphasis on data analytics, the Marketing and Communications Manager will leverage best-practices in digital tracking to understand stakeholder behaviors, and create compelling and targeted storytelling and digital communications campaigns to drive engagement. This position is remote, with opportunities for some travel.

DUTIES & RESPONSIBILITIES:

Marketing & Strategic Communications (80%)

- Lead the development and implementation of an integrated marketing and communications plan to promote AAPCHO's mission, vision, and programs and services, working closely with the Director of Strategy and Impact and other stakeholders
- Manage and support the continuous refinement of organizational messaging and narrative to better demonstrate the organization's unique programs and services, research and data, and policy and advocacy niche and points of difference, working with the Director of Strategy and Impact, leadership, and all staff

- Manage the development and maintenance of marketing collateral and communications channels to support organizational strategic priorities
- Manage and facilitate the development of marketing and communications content for external constituencies, including but not limited to email, web, social media, press materials (e.g., press releases or statements, press kits), stakeholder education materials, publications, etc.
- Develop and disseminate materials and external communications to support efforts to retain, recruit and engage AAPCHO Membership; collaborate with Membership Team to enhance AAPCHO Member benefits and services
- Produce multimedia stories and interactive assets (videos, infographics, blog posts, toolkits, presentations, etc.) that engage and activate the organization's stakeholders, including member health centers, policymakers and other target audiences.
- Facilitate and provide guidance and support for branding initiatives across the organization to ensure quality and mission-alignment of AAPCHO-affiliated and branded materials
- Field and coordinate press/media requests, facilitate the cultivation of key media contacts by maintaining media database and tracking media placements, and identify significant media that can be leveraged to support AAPCHO's work.
- Play a lead role in developing organizational talking points; serve as and support the training of organization spokespersons
- Work with the Director of Strategy and Impact to ensure that content across departments is aligned and consistent throughout the organization.
- Work with project/initiative leads and Development and Public Affairs Team to drive organizational external communications strategy with a proactive and intentional plan by keeping abreast of issues related to the organization's mission, programs and initiatives.
- Work with project/initiative leads and Development and Public Affairs Team to coordinate adoption, roll out, and management of communication, design and contacts database tools (myEmma, Adobe Creative Cloud, CRM, etc.).
- Track, evaluate and report effectiveness and reach of marketing and communications strategies and activities, including conversions and ROI; identifying KPIs, test solutions for better performance based on data.
- Manage relationships with external vendors such as web developers, graphic designers and other communications contractors and consultants.
- Some design and multimedia production work as needed.

Engagement & Special Projects (15%)

- Work with the Director of Strategy and Impact and Development and Public Affairs Team to support AAPCHO Member, community, funder, and other partner relationship cultivation and stewardship.
- Work with the Director of Strategy and Impact and Development and Public Affairs Team to implement special projects to ensure deliverable completion and reporting requirements are met in high quality and timely manner.
- Work with Development and Public Affairs Team to plan events, as related to development, special projects, and in support of organizational strategic priorities.

General Agency (5%)

- Foster an environment that promotes trust and engagement among key stakeholders, including AAPCHO staff and members

- Assist in advocacy activities promoting the mission and vision of the organization
- Participate in organization’s functional teams and ad hoc committees
- Participate in agency activities such as quarterly and/or annual retreats, volunteer activities, holidays, and other events
- Other duties—within the scope and in support of promoting the organization’s programs and member services—as requested by the Director of Strategy and Impact

QUALIFICATIONS:

Required

- Bachelor’s degree or 3-5 years of relevant professional work experience in communications, marketing, PR, journalism, media studies, or other related field.
- Ability for potential travel across the United States, its territories, and freely associated states.
- Experience with basic design Adobe Creative Cloud (e.g., Photoshop, InDesign, Illustrator, etc.).
- Strong communication skills, with ability to convey complex topics in a clear and compelling manner.
- Experience creating content for targeted and diverse audiences, with an editorial mindset to seek how best to engage stakeholders to drive them to action.
- Knowledge and understanding of current trends in digital tools, including but not limited to social media platforms (Facebook, X formerly Twitter, YouTube, Medium, etc.), online publishing and analytics tools (WordPress, Google Analytics, Hootsuite, etc.), contacts database management systems (Salesforce or other CRM platforms, myEmma, etc.), and cloud-based or other remote team software (Google Drive, etc.).
- Demonstrated success in working both independently and as part of a team, with commitment to collaboration and innovation.
- Creative and solutions-focused project manager, with a collaborative approach and a sense of humor.
- Proven track record in fast-paced environments and meeting tight deadlines, with high attention to quality and detail.
- Commitment to and ability to support the mission and goals of AAPCHO.

Preferred

- Experience with basic Figma, HTML/CSS, and other website tools or willingness and ability to quickly learn.
- Experience working with confidential and nuanced materials in collaboration with internal and external stakeholders at all levels (e.g., from junior to more senior staff, Board of Directors, community, funding, and other partners)
- Experience working with AA and NH/PI communities, ideally in community-based settings. Experience collaborating with remote/national teams is a strong plus.

OUR VALUES

The following shared values underlie every aspect of AAPCHO and its member health centers’ functions and operations:

- *Health care is a right not a privilege* - All people must have access to affordable quality care, regardless of language, culture, immigration status and ability to pay. No one is turned away due to inability to pay and our services and policies are designed to eliminate barriers and provide access to all.
- *Wellness* - Health is much more than the absence of disease. It includes physical, mental and spiritual well-being for individuals, families and communities. We acknowledge and respect different definitions of wellness and health within our communities.

- *Community Accountability and Empowerment* - Communities are the experts on their own health and essential participants in the health of their communities, families and selves. Our services and programs are informed by and responsive to community voices.
- *Diversity as Strength* - AA and NHPI communities are rich in diversity of language, cultural heritage, spirituality, history, experience, health beliefs and practices. Many have undergone the hardships of war, colonization, poverty, or immigration to a foreign land. We honor and value the strengths of every culture and individual.
- *Collaboration Among Communities of Color* – Communities of color share a history of disparities and exclusion as well as a common interest in health and health care equity. Through collaboration, we learn from each other and grow stronger, while overcoming distrust and divisions that are fostered by competition for limited resources.

APPLICATION PROCEDURES:

Please send your resume and cover letter detailing your interest and qualifications to MarComMgr@aapcho.org with the subject line: “MarCom Manager: [Your First and Last Name].”

Applications without cover letters will not be considered. Interviews will be granted according to the qualifications of the applicants.

AAPCHO is an equal opportunity employer and provides opportunities to all applicants without regard to race, color, religion, gender, sexual orientation, gender identity or expression, national origin, age, genetic information, disability, or veteran status.