

## SPECIAL SERVICE FOR GROUPS

<b>Title:</b> Communications Coordinator	<b>Division:</b> APIFM
<b>FLSA:</b> Non-Exempt, Part Time (20 hrs/wk)	<b>Supervisor:</b> Co-Director
<b>Pay Rate:</b> \$20 - \$24/hr DOE	<b>Revised:</b> 05-26-22

### Summary

Asian Pacific Islander Forward Movement (APIFM) is a division of Special Service for Groups, Inc. (SSG), a non-profit health and human service organization dedicated to building and sustaining community-based programs that address the needs of vulnerable communities. APIFM's mission is to cultivate healthy, long-lasting, and vibrant Asian and Pacific Islander communities through community-centered engagement, education, and advocacy.

The Communications Coordinator plays a key role in working across all APIFM program areas to develop and manage social media content on a daily basis, develop educational materials, publish the monthly newsletter and manage website content. APIFM has established a strong social media and web presence to increase the visibility of its community work and partners by strategically developing content that highlights cross-cutting issues and concerns, and mobilizing a call to action. We are looking for a team member who is passionate about uplifting API voices and passionate about health equity. The Communications Coordinator is supervised by the Co-Director, and works closely with the APIFM management team.

### Essential Functions

- Collaborate with the leadership team to develop messaging for all APIFM program areas.
- Collaborate with the leadership team to write content for APIFM publications such as: a) monthly newsletter; b) educational infographics; c) blogs; d) presentations; and e) annual report.
- Develop and post relevant programmatic content on Instagram, Twitter and Facebook.
- Regular maintenance and upkeep of APIFM websites (apifm.org, foodroots.co, & rethinkyourasiandrinks.org).
- Visually share stories by taking photos, videos, and maintaining the Google drive.
- Develop marketing and communication strategies for promotion of community based outreach events and workshops.
- Work with the Co-Director to determine where additional support is needed.

### Secondary Functions

- Evening and weekend work may be required.

### Minimum Qualifications - Knowledge, Skills and Abilities Required

- Must have graphic design experience and proficiency in design programs like Canva or Adobe suite.
- Must have web design experience and proficiency utilizing Wordpress (Elementor), Squarespace, Wix, or similar content management systems.
- Must have experience working with social media management systems such as Hootsuite, Sprout Social, Later, or similar platforms.
- Must possess excellent written communication skills and strong attention to detail.
- Must have the ability to initiate, organize and manage multiple priorities.
- Must be able to work effectively independently as well as in a team.
- Fully COVID-19 vaccinated (must provide valid proof of vaccination)
- Valid CA Driver License, proof of car insurance, and reliable form of transportation.
- Verification of employment eligibility and background check required.

*Special Service for Groups is an Equal Opportunity/Affirmative Action Employer*

### Non-Essential Qualifications - Knowledge, Skills and Abilities

- Prior photography, videography, and photo/video editing experience is a plus
- Prior website coding experience (HTML, CSS, PHP, etc.) is a plus
- Prior experience working in the public or nonprofit sector.
- Prior experience working in low-income, multiracial neighborhoods.
- Prior social media marketing experience on platforms such as Facebook, Instagram, Twitter, Youtube, etc.
- Prior knowledge of public benefit programs such as CalFresh and Medi-Cal is a plus.

Supervisory Responsibilities: None

### Environmental Conditions (Working Conditions)

- Exposed to high levels of vehicular traffic (cars, trucks, and buses)
- Exposed to weather conditions prevalent at the time,
- Exposed to high noise levels (street and traffic noise)
- Exposed to physically demanding situations (specifically the lifting of heavy produce boxes and coolers)
- Exposed to mentally demanding situations (including but not limited to: emergency situations, accidents, and stress)

### Physical Requirements

Typically spends time sitting, standing, walking, driving, carrying (max. 25 lbs), listening, speaking.

### Mental Requirements

Must be able to handle any/all of the following: constant distractions, interruptions, uncontrollable changes in priorities/work schedules; be able to process information, think, and conceptualize.

**How to Apply:** To apply for this position, please submit your resume and cover letter explaining your interest and qualifications to [info@apifm.org](mailto:info@apifm.org) with the subject heading: "Communications Coordinator - Your Name." This position is open until filled.