



ASIAN PACIFIC
Community Fund

Marketing Manager – Job Announcement

Incorporated in 1990, the Asian Pacific Community Fund (APCF) is the only community based fund of its kind, generating vital resources and funding through Workplace Giving Programs as well as other channels to support the rapidly growing Asian and Pacific Islander communities. APCF and its 29 affiliate agencies provide linguistically and culturally appropriate health and human services to 225,000 residents throughout Los Angeles County and beyond. Programs and services are provided in 27 Asian languages plus English and Spanish.

The Asian Pacific Community Fund's mission is to cultivate philanthropists to invest in community organizations that empower underserved Asian and Pacific Islanders to prosper. We transform lives and meet the diverse needs of Asian and Pacific Islanders by building healthier communities, developing leaders, creating a stronger voice and providing the foundation for a brighter tomorrow.

APCF is looking for a tech-savvy marketing and communications professional who is passionate about the Asian and Pacific Islander community.

Job Title: Marketing Manager

Focus Areas: Marketing, Communications, Event Coordination, Project Management

Salary: Commensurate with experience. This is a full-time exempt position.

Location: 1145 Wilshire Blvd., Suite 105, Los Angeles, CA 90017

Post Date: Friday, October 30, 2015

JOB SUMMARY

The Marketing Manager's primary responsibility is to oversee the organization's marketing strategies, communications, and media relations. This position will be responsible for planning and implementing overall communications efforts to advance the organization through press, media, community relations, special events, cause marketing initiatives, and print, electronic and social media. The Marketing Manager will also assume event production responsibilities for the annual gala and other donor events. This position reports to the Executive Director.

RESPONSIBILITIES INCLUDE BUT ARE NOT LIMITED TO THE FOLLOWING:

Marketing & Communications

- Create an overall marketing strategy that increases the public visibility of the organization and elevates awareness. Lead efforts to produce relevant and engaging communications that result in measurable action.
- Ensure consistent communication of image, brand and position externally and internally.
- Serve as media relations contact for the organization, corresponding and building relationships with press contacts, pitching stories and seeking media sponsorships. Write press releases, medial alerts and public service announcements. Create and distribute press kits and coordinate press conferences as appropriate.

- Create, design, enhance and/or produce all digital and printed marketing and promotional materials including videos, PSAs, web content, annual reports, e-newsletters, brochures, flyers, etc.
- Increase APCF's presence on social networking websites in order to maximize APCF's internet exposure. Ensure APCF information is accurate and up to date on all third party websites.

Event Planning

- Coordinate and produce annual gala and other events, some of which include the following:
 - Research event locations and coordinate site visits.
 - Create and prepare various forms of solicitation or invitation to the events.
 - Secure guests, track attendees, and process payments.
 - Secure and coordinate with sponsors, awardees, vendors, etc. as needed to ensure a smooth event.
 - Overall day-of-event coordination.
 - Assist with post-event follow-up.
 - Update and maintain event website and online marketing and processes.

QUALIFICATIONS & REQUIREMENTS:

- Experience with WordPress Content Management System or HTML
- Self-starter with strong project management, organizational skills
- Demonstrated ability to organize and coordinate project with maturity, initiative, and timeliness, and ability to manage multiple projects simultaneously with optimal results
- Excellent verbal and written communication skills
- Ability to work independently and in a team environment
- Strong problem solving, research, and analytical skills
- Must be a self-starter, self-motivated, creative, and detail oriented
- Intermediate/advanced skills in Microsoft Word, Excel, and internet research
- Proficiency or ability to quickly become proficient in creating websites and graphic programs
- US citizen or permanent resident status
- Bachelor's degree
- Valid California Driver's license, access to the use of a reliable automobile on a daily basis, and automobile insurance, regular local travel required
- Ability to work a flexible schedule (occasional nights and weekends may be required)

Preferred

- 2-5 years of relevant experience with demonstrated success
- Experience with Adobe Design Suite (Photoshop, InDesign, Illustrator, etc.)
- Understanding and familiarity of the API community in Los Angeles County
- Ability to speak, read, and write Chinese, Japanese, and/or Korean a plus

To APPLY, please email the following to HR@apcf.org:

1. Cover Letter
2. Salary Requirements or Salary History
3. Resume