



400 Broadway / New York, NY 10013

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apicha.org

Apicha Community Health Center

Our mission is to improve the health of our community and to increase access to comprehensive primary care, preventive health services, mental health and supportive services. We are committed to excellence and to providing culturally competent services that enhance the quality of life.

Apicha CHC advocates for and provides a welcoming environment for underserved and vulnerable people, especially Asians & Pacific Islanders, the LGBT community and individuals living with and affected by HIV/AIDS.

JOB DESCRIPTION

Position: Digital Marketing Specialist

Reports to: Director of Grants and Communications

Position Summary: The Digital Marketing Specialist (DMS) is an important member of a dynamic business strategy and development team. The role of the DMS is essential to the health center's ability to inform the public about important health care services, especially to marginalized and medically underserved communities such as LGBT and immigrant individuals. A successful candidate shall have hands-on experience with healthcare digital marketing. This is an exempt position.

Duties and Responsibilities

- Collaborate with digital marketing team in the development of digital marketing strategy and website maintenance
- Implement digital marketing strategy through content development
- Steward and police the Apicha brand and brand identity to ensure consistency is maintained both internally and externally
- Work across organization to ensure digital content and presence is representative of the work done by all departments and programs, including translations into targeted languages
- Interview staff, healthcare providers, patients and community members to develop content ideas
- Plan, write, and disseminate publicity materials including newsletters, press releases, public service announcements and media advisories
- Other duties as assigned

Qualifications:

- Bachelor's degree in Marketing, Communications, or Journalism with experience managing online content required
- 1-2 years of full-time work experience, preferably in not-for-profit setting
- Fluency in Spanish required
- Strong written and verbal communication skills
- Experience with visual production elements of digital marketing (e.g. infographics, video, photos, etc.)
- Demonstrates intermediate understanding of online analytics and insight generation
- Verifiable competency in LGBT care issues
- Experience working with the following groups: Immigrants and LGBTQI+ communities
- Competence in use of social media
- Ability to work as part of a team
- Ability to occasionally work during evenings and weekends
- Must be competent in common office applications such as Microsoft Word, Excel, Power Point and *Publisher*; *Photoshop*; *Final Cut Pro*
- Basic Website Design Skills: HTML, Word Press, CSS
- Expert in Hubspot Inbound Marketing

Competitive Salary and Excellent Benefits. To Apply: Send resume with cover letter stating salary requirement and three references by e-mail to Phillip Miner at pminer@apicha.org. No phone calls please. Position is open until filled.

Apicha CHC is an equal opportunity employer. We do not discriminate on the basis of age, race, creed, religion, national origin, gender, disability, marital status, and affectional or sexual orientation.