



Job Announcement

Job Title: Marketing/PR Coordinator
Date of Announcement: October 4, 200
Position: Full Time 40 hours/week, Exempt
Salary: D.O.E, Health, Dental and 401K Benefits
Starting Date ASAP
Report to: Associate Director of Services

Under the direction of the Associate Director of Services and Chief Executive Officer, the Marketing/PR Coordinator will coordinate outreach/PR/marketing activities at Asian Pacific Health Care Venture, Inc. The Marketing/PR Coordinator will work with Cluster Managers and Lead Clinicians to develop a marketing/PR campaign to reach their annual plan goals and objectives based upon the clusters' user mix.

Duties and Responsibilities

- Work with Associate Director of Services to develop internal APHCV communications to promote APHCV marketing strategies. (newsletter, communication board, events)
- Work with Associate Director of Services to promote and recognize excellent and over achieving staff
- Work with Associate Director of Services to develop annual strategic media plan
- Coordinate APHCV's outreach coordination meetings to better brand and market APHCV services.
- Develop database for media and vendor list for media and marketing activities.
- Work with Associate Director of Services to market to and track Managed Care clients.
- Develop agency publications such as brochure, annual report, newsletters, website.
- Write proposals at least 1-2 a month working with Associate Manager or CEO.
- Work with evaluation consultant to have up to data needs assessment information ready to be used for proposal.
- Work with IT to catalog all marketing and PR efforts.
- Solicit corporate sponsors for on-going program needs beyond our traditional partners.
- Other duties as assigned by Associate Director of Services or Chief Executive Officer.

Qualifications and Requirements

- Excellent verbal, writing and communication skills.
- Ability to research and extract data sets from APHCV or others sources and translate into proposal or needs assessments.
- Knowledge of SPSS and database formats
- Extremely detailed oriented and ability follow through with little supervision.
- Ability to multi-task and handle high levels of stress.
- Ability to work with people with strong personalities and translate ideas into action items for implementation
- Excellent problem solving skills.
- At least 1 year/experience in a marketing/communications/PR writing.
- Bachelor's degree in communications, marketing, advertising, or other related field or related experience.
- Ability to work with multilingual staff and diverse cultural backgrounds.
- Strong group facilitation, organizational, written, and oral presentation skills.

- Must be willing to work late evenings and weekends.
- Ability to utilize Word, Excel and FileMaker Pro on PC computers.
- Permit to work in United States, or permanent U.S. residency or citizenship.
- Valid California Driver's license and access to an insured automobile or transportation
- Department of Justice background check.
- Completion of APHCV's Health Assessment Form

Skills Preferred:

- Masters in Public Health, Communications, Marketing, Public Relations.
- Ability to use Pagemaker, Illustrator, or other graphics related programs.

Send or Fax Resume and Cover Letter to:

Andrew Ma, Associate Director of Services
Asian Pacific Health Care Venture, Inc.,
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Los Angeles, CA 90027
323-644-3892 fax, e-mail ADWMA@APHCV.ORG

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For info about our programs check out our website at www.aphcv.org.
Asian Pacific Health Care Venture, Inc. is an equal opportunity employer