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**AIDS Project Los Angeles (APLA), one of the largest non-profit AIDS service organizations in the United States, provides bilingual direct services, prevention education and leadership on HIV/AIDS-related policy and legislation.**

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## **COMMUNICATIONS SPECIALIST**

### **DIVISION: COMMUNICATIONS**

#### **OBJECTIVE:**

As a member of the Communications Department and under the general guidance of the Director of Communications, the specialist will develop and create advertising, marketing, media relations, and branding materials; oversee media outreach to selected press outlets; and will determine messaging and write engaging copy for APLA's print and online publications. This is an ideal position for the candidate who seeks both a range and depth of professional experience in a fast-paced, mission-driven department.

#### **ESSENTIAL DUTIES AND RESPONSIBILITIES:**

The communications specialist will:

- Independently create and produce public relations plans and materials for selected APLA events and programmatic initiatives, under the general guidance of the Director of Communications. In concert with the Communications team, work to develop, and independently execute, APLA marketing / branding plans to promote agency initiatives to a wide range of audiences.
- Oversee public relations consultants and vendors who provide services to promote "The Envelope Please" and the Southland Theatre Artists Goodwill Event (S.T.A.G.E.), two of the agency's annual fundraisers. Maximize earned media opportunities and ensure message consistency. Conduct independent follow-up with media outlets as needed.
- Directly coordinate press outreach efforts to local, specialized, and electronic media outlets. Work directly with reporters / editors at such outlets to pitch stories that highlight APLA's programmatic work; position APLA as a "first call" for expert perspective on HIV and AIDS-related issues; and promote APLA fundraising events.
- Under general guidance, craft messaging for APLA's online fundraising appeal campaigns. Identify and write relevant client profiles, and shape / test messaging to create successful appeals.
- Work with the Communications team to support the execution of media outreach and planning activities for AIDS Walk Los Angeles, TEAM TO END AIDS (T2), and other events that raise funds for APLA's HIV/AIDS care, prevention, and advocacy work
- Independently create content for the agency's Web site and social networking platforms (Facebook, Twitter, etc.) that is consistent with APLA messaging guidelines.
- Create content for the agency's other online and print communications.
- Operate the agency's content management system (Convio) to support the production of online content and e-mail marketing efforts.

- Work closely with out-of-house graphics vendor to conceive and develop collateral / creative marketing materials for APLA programs and services.

OTHER DUTIES MAY BE ASSIGNED TO MEET BUSINESS NEEDS.

## **REQUIREMENTS:**

Training and Experience:

A minimum of a Bachelor's degree in a related program (including, but not limited to, communications; media and/or marketing; English; or the social sciences) and a minimum of two years of relevant work experience (which may include marketing / PR / media relations, copywriting, or other communications-related functions) that required detail-oriented and/or deadline-driven work.

Exceptional written and verbal communication skills, including highly accurate grammar and spelling. PC, MS Office, and Internet skills. Experience in content management systems (Convio, Blackbaud, etc.) is preferred. While previous knowledge of HIV/AIDS issues is desirable, it is not required.

Ability to:

Write clearly, concisely, and persuasively; think creatively and independently to develop effective and relevant marketing strategies; develop and adhere to project timelines; manage multiple projects simultaneously and independently; maintain the highest level of confidentiality and professionalism; communicate effectively and professionally with clients, staff, donors, and media contacts; work both independently, with limited supervision, and as part of a team under the general guidance of the department director.

## **WORKING CONDITIONS/PHYSICAL REQUIREMENTS:**

This is primarily an office position that requires only occasional bending, reaching, stooping, lifting and moving of office materials weighing 25 pounds or less. The position requires daily use of a personal computer and requires entering, viewing, and revising text and graphics on the computer terminal and on paper.

## **SPECIAL REQUIREMENTS:**

Must possess a valid California driver's license; proof of auto liability insurance; and have the use of a personal vehicle for work-related purposes.

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**To apply, send resumes to:**

**AIDS Project Los Angeles  
Attn: Human Resources  
611 S. Kingsley Dr.  
Los Angeles, CA 90005**

**Fax: (213) 201-1595**

**Email: [jobs@apla.org](mailto:jobs@apla.org)**

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