



# American Academy of Pediatrics

DEDICATED TO THE HEALTH OF ALL CHILDREN®



## American Academy of Pediatrics, California Chapter 3 Job Description: Marketing and Communications Specialist

### Background

The San Diego Chapter of the American Academy of Pediatrics (AAP-CA3, a 501(c)(3) organization) is the trusted leader for children’s health and well-being, providing oversight to key initiatives benefiting children and families in the region.

Communications is key to achieving strategic priorities identified by the AAP-CA3. Current priorities, related to this position, are to engage providers in children’s issues and solutions through the chapter and community; to lead in Community-Based initiatives for children and families; and to Achieve Mission Awareness to Members, Providers, Public, Donors and Policy Leaders.

AAP-CA3 is looking for a self-starting, passionate, and energetic professional, experienced in Public Health marketing and communications. The ideal candidate will work, as part of a team, to strengthen and improve current communication and marketing practices as well as develop tracking and reporting systems.

- Title** Marketing and Communications Specialist
- Project(s)** Adverse Childhood Experiences, Chapter
- Reports to** Project Director, AAP-CA3
- Job Type** Full Time, Salaried
- Location** San Diego County (Due to COVID-19 all employees working remotely until further notice)

### Job Summary

- Assist the Directors in executing strategies and tactics for the agency’s overall communications plan.
- Manage the design and production of print and electronic collateral including tool kits, posters, and flyers.
- Collaborate with staff, members, and partners in the creation and production of collateral materials.
- Research and synthesize work and key messaging of parallel and partner organizations.
- Coordinate with AAP-CA and other chapters for common messaging and best practices.
- Review messaging, based on current literature, on health burden and costs.
- Identify cultural preferences and practices of target population to incorporate into communications and materials.
- Plan, write and distribute external communications; press releases, e-newsletter and promotional materials.
- Write compelling, creative digital marketing content (i.e., web pages, social media, blogs, and Press Releases).
- Analyze website and social media statistics to measure overall outcomes of all efforts and adjust as needed.
- Summarize status of marketing/outreach activities and complete required reports.

### Additional Responsibilities

- Increase visibility of AAP-CA3 in the community.
- Provide outstanding customer service and support to donors, volunteers, staff and community contacts.
- Remain current on legislation and ethical practices pertaining to projects.

## Qualifications

- A Bachelor's degree in marketing, communications or similar field is required along with 5+ years of experience or master's degree. Experience in the health care industry is preferred.
- Ability to interpret contracts and develop tracking systems and policies/procedures to meet goals.
- Intermediate to advanced experience with creating content and tracking social media data.
- Experience with market segmentation.
- Ability to write for a professional audience and the public.
- Ability to work with diverse populations.
- Self-motivated, independent worker who can also work as a team player.
- Detail oriented, able to enter data accurately.
- Some evening and weekend meetings required.
- A positive attitude.
- Proficient with MS Office suite (including PowerPoint presentations and Excel), Constant Contact, Adobe Creative Suites, WordPress, Canva, and Hootsuite.

## Other

- Must have transportation, valid California driver's license and proof of insurance
- Travel in San Diego County is required
- Must be able to lift a minimum of 30 lbs.
- Flexible work location and schedule with possible nights and weekends
- Salary commensurate with experience

## Working Environment

- Generally pleasant indoor office environment
- Ability to hear sufficiently for phone conversations and quiet, confidential oral discussions
- Ability to speak clearly and concisely enough to be understood
- Ability to sit for long periods of time in meetings or at desk
- Ability to bend and pull occasionally to access files, equipment, and supplies
- Ability to travel in vehicle with substantial driving primarily in San Diego County

## Physical Demands

Walking and Standing (Mobility)	Less than 30%
Sitting	More than 50%
Hand and Finger Dexterity	More than 50%
Close Vision	More than 50%
Talking and Hearing	More than 70%
Lifting Less than 40 pounds	Seldom
41 to 60 pounds	Never

Ability to perform these essential functions will be used by Executive Director to determine if reasonable accommodation is possible for a disabled employee protected by the Americans with Disabilities Act.

AAP-CA3 is committed to creating a diverse environment and is proud to be an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age, or veteran status.

**To apply, please forward resume to Minou Sadeghi at [msadeghi@aapca3.org](mailto:msadeghi@aapca3.org) or fax to (858) 453-1311.**

## Disclaimer

The above statements are intended to describe the general nature and level of work being performed by people assigned to this classification. They are not to be construed as an exhaustive list of all responsibilities, duties, and skills required of personnel so classified. All personnel may be required to perform duties outside of their normal responsibilities from time to time, as needed.