



APLA Health's mission is to achieve health care equity and promote well-being for the LGBT and other underserved communities and people living with and affected by HIV. We are a nonprofit, federally qualified health center serving more than 14,000 people annually. We provide 20 different services from 15 locations throughout Los Angeles County, including: medical, dental, and behavioral health care; PrEP counseling and management; health education and HIV prevention; and STD screening and treatment. For people living with HIV, we offer housing support; benefits counseling; home health care; and the Vance North Necessities of Life Program food pantries; among several other critically needed services. Additionally, we are leaders in advocating for policy and legislation that positively impacts the LGBT and HIV communities, provide capacity-building assistance to health departments across the country, and conduct community-based research on issues affecting the communities we serve. For more information, please visit us at [aplahealth.org](http://aplahealth.org).

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***APLA Health is currently seeking a Chief Marketing and External Affairs Officer to join our team! We offer great benefits, competitive pay, and great working environment!***

*We offer:*

- *Medical Insurance*
- *Dental Insurance (no cost for employee)*
- *Vision Insurance (no cost for employee)*
- *Long Term Disability*
- *Group Term Life and AD&D Insurance*
- *Employee Assistance Program*
- *Flexible Spending Accounts*
- *10 Paid Holidays*
- *3 Personal Days*
- *20 Vacation Days*
- *12 Sick Days*
- *Metro reimbursement or free parking*
- *Employer Matched 403b Retirement Plan*

***This is a great opportunity to make a difference!***

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## **Chief Marketing and External Affairs Officer (90005)**

### **POSITION SUMMARY:**

The Chief Marketing & External Affairs Officer is a member of the senior executive leadership team. Under the direction of the CEO, responsibilities include ensuring that APLA Health creates and maintains key relationships with stakeholders, communicates effectively with internal and external stakeholders, stewards our brand thoughtfully while garnering resources in pursuit of our mission. Our mission is to achieve health care equity and promote well-being for the LGBT and other underserved communities and people living with and affected by HIV.

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

The Chief Marketing & External Affairs Officer will oversee the departments of Marketing & Communications, Government Affairs, Advancement and Events/Partnerships.

#### **\* Marketing & Communications:**

Ensure successful implementation of long-term approach for strategic communications, messaging and marketing materials differentiated by audience. Help create and implement expanded internal communications strategy. Work closely with and support the CEO in his role as the principal voice of the organization. Oversee brand positioning, crisis communications and public relations. Broaden awareness of APLA Health's clinical services, programs, policy initiatives and organizational priorities, and increase the visibility of its programs across key stakeholder audiences. Ensure APLA Health is represented accurately, with integrity and optimal impact across diverse audiences.

#### **\* Government Affairs:**

Work with the Director of Government Affairs to develop and implement APLA Health's annual city, state, and federal legislative strategy in partnership with other allied organizations. Increase the visibility and reach of the Government Affairs work at APLA Health through a significant increase in content generated and disseminated by the Government Affairs team.

#### **\* Advancement:**

Facilitate the kick-off of a multi-year growth campaign in partnership with the Chief Development Officer. Modernize our fund development operation that drives donor cultivation, solicitations, and stewardship for a breadth of individual and institutional donors with best in class digital tools. Ensure effective fundraising strategy, participate in solicitations and help manage portfolio of major donors/funders.

#### **\* Events/Partnerships:**

Create a long-term partnerships strategy to support the growth of APLA Health. Oversee outreach events, exhibits, conferences, and manage sponsorships that APLA

Health supports to gain public attention. Supervise the execution of the annual AIDS Walk Los Angeles event with an emphasis on creating a significant increase in net-proceeds from the event via value engineering. Oversee corporate engagement strategy and partnerships with allied organizations to support our overall goals. Create brand awareness in the LGBTQ community via event partnerships specifically targeting individuals between 21-35.

OTHER DUTIES MAY BE ASSIGNED TO MEET BUSINESS NEEDS.

**REQUIREMENTS:**

Training and Experience:

Must possess a Master's degree in a related field.

A proven record of accomplishment navigating complex issues, managing multiple stakeholders, making decisions, and driving strong results is required. 10 years of related work experience is required. Must possess outstanding communication (written & verbal) and interpersonal skills.

Knowledge of:

Marketing & Communication, Government Affairs, Advancement and Events/Partnerships best practices highly desirable. Knowledge of Microsoft Office is necessary.

Ability to:

Effectively manage and develop direct reports with an assets-based approach, cultivating a collaborative and inclusive team culture that seeks to coach and empower direct reports. Must be able to create and manage budgets. Ability to manage multiple projects required. Ability to define marketing strategies to support the company's overall strategies and objectives is necessary. Must be able to create a solid network of strategic partnerships.

**WORKING CONDITIONS/PHYSICAL REQUIREMENTS:**

This position 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.

**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.

Equal Opportunity Employer: minority/female/disability/veteran.

## To Apply:

Visit our website at [www.aplahealth.org](http://www.aplahealth.org) to apply or click the link below:

<https://www.paycomonline.net/v4/ats/web.php/jobs/ViewJobDetails?job=45697&clientkey=A5559163F67395E0A2585D2135F98806>