



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).

---

***APLA Health is currently seeking a Content Creator 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*
- *10 Vacation Days*
- *12 Sick Days*
- *Metro reimbursement or free parking*
- *Employer Matched 403b Retirement Plan*

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

---

## **Content Creator (90005)**

### **POSITION SUMMARY:**

Under the direction of the Chief Marketing & External Affairs Officer, the Content Creator will create powerful and compelling photo, video and audio (podcast) content to be used across all of APLA Health's digital marketing efforts, including our Website, Social Media Channels, Digital Print Assets, and Email Marketing Efforts.

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

- Produce and edit daily photo content, and weekly short video content (30 seconds - 3 minutes) that is shareable, informative, professional, and fun!
- Support our team across various projects while collaborating directly with our Communications team and Chief Marketing & External Affairs Officer (CMEAO).
- Create engaging and brand-specific original social content, copy, assets and imagery.
- Build shot lists.
- Organize and maintain all assets and other brand/IP elements for consistency across platforms; as well as developing a full archiving system as needed.
- Work with our creative teams, build relationships with influencers and manage external partners through development, collection and execution of social media campaigns.
- Develop and maintain calendars, progress reports, benchmark/competitive analysis, trend research data, etc.
- Assist and participate in the development of our social media strategy and best practices.
- Provide teams with project-specific organizational methods, research, administrative support as needed.

OTHER DUTIES MAY BE ASSIGNED TO MEET BUSINESS NEEDS.

### **REQUIREMENTS:**

- Bachelor's degree Bachelor's Degree required in Digital Arts, Interactive/Media Design, Marketing or similar field.
- A minimum of 3 years experience working within and supporting a creative environment - ideally one producing successful social media campaigns across Instagram (IG, Reel, IGTV Video and Stories), Facebook, TikTok, Twitter, WordPress, Pinterest, YouTube, etc.
- Skills for editing and creating video content specifically for social media formats photography, Photo Editing, and Retouching.
- Advanced knowledge of Office, Adobe CS Suite, Photoshop, Illustrator, InDesign, Videography, Video Editing.
- Advanced knowledge of Adobe Premiere or Final Cut Pro is a plus.
- Advanced knowledge of After Effects is a plus.
- Interest in and passion for immersive storytelling, campaign & planning management and digital content strategy.

**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.

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=50536&clientkey=A5559163F67395E0A2585D2135F98806>