



## COMMUNICATIONS ASSOCIATE

Organization: The AMAAD Institute  
Type of Work: Full-Time  
Location: Los Angeles, CA

Arming Minorities Against Addiction & Disease (AMAAD) Institute facilitates personalized individual access to programs and services that foster safe and supportive healthy environments for people to live, learn, and develop to their fullest potential. AMAAD was incorporated through a peer-based framework, and over the years has harnessed its collective human and material resources to serve multifaceted communities through transitional housing, Behavioral Health programming, and advocacy, while utilizing an approach that is especially relevant to those whom are disproportionately affected.

AMAAD is seeking a dynamic individual to serve as a Communications Associate. The Communications Associate works collaboratively with the Executive Director and plays a key role in the success of the communications strategy for AMAAD helping to create and implement AMAAD communications programs, including but not limited to: online media (social media, the website, and video creation); newsletters; and marking collateral and media. The successful candidate will have a strong knowledge of the best practices in disseminating organizational mission and vision to both its direct constituency and its broader stakeholder landscape.

Like all AMAAD employees, the Communications Associate should demonstrate a strong commitment to the mission and values of AMAAD and should have substantial expertise in all areas of responsibility. Come join an organization that is approaching a decade of offering quality programming and services for the LGBTQ+ community within South Los Angeles – unapologetically.

### KEY RESPONSIBILITIES

#### Digital Media

- Social Media
  - Maintain a social media dashboard to track audience segments and inform measurable action by programmatic teams;
  - Coordinate social media account by drafting and posting scheduled content, including but not limited to Facebook, Twitter, and Instagram;
  - Ensure that AMAAD has a strong media presence both locally and in relation to other similar national organizations.
- Website
  - Assist the Executive Director with website content development for AMAAD in order to connect, empower, and inform a broad base of ambassadors for AMAAD;
  - Ensure that new and consistent information (articles, links, and events) is posted regularly and is engaging AMAAD's targeted audience – LGBTQ+;
  - Accurately record and track all public testimonies by AMAAD stakeholders, Board, and staff for posting on the website.
- Newsletter
  - Draft content for monthly AMAAD newsletter in accordance with the AMAAD tone;
  - Design finalized AMAAD Newsletter content MailChimp/WordPress
  - Keep abreast of comparable partner newsletters to ensure that the AMAAD Newsletter is consistently staying up-to-date and relevant for stakeholders;
  - Ensure high-quality reporting data through seamless audience segmentation and constant contact integration;
- Videography
  - Support the creation of videos for AMAAD signature events and supplementary video content for AMAAD advocacy campaigns as needed.

## **Marketing**

- Collateral Materials
  - Assist the Executive Director with development, creation, distribution, and maintenance of collateral materials, including but not limited to: brochures, flyers, postcards, and other leave-behinds.
- Advertising
  - Identify opportunities for boosted social media posts according to the budget set by the Executive Director.

Support the organization in other communication matters as identified and assigned by the Executive Director.

## **AMAAD Organizational Responsibilities**

- Demonstrate enthusiasm for AMAAD Institute and a strong commitment to its mission in a manner that is intentionally inclusive of BIPOCs, those with intersectional identities, especially LGBTQ+ and/or gender nonconforming people;
- Be an active team member supporting other staff members;
- Participate in AMAAD satellite teams, based on talent, skills, and interest.

## **SKILLS AND ABILITIES**

- Demonstrated success multi-media production skills, including familiarity with video and sound editing ideal; familiarity and experience with design tools including Adobe Photoshop, Adobe InDesign, and familiarity with WordPress ideal;
- Strong written and verbal communication skills, strong ability to match brand tone, a persuasive and passionate communicator with excellent interpersonal and multidisciplinary project skills;
- Ability to work effectively in collaboration with diverse groups of people;
- Flexible, resilient, self-starter with a good sense of humor.

## **EXPERIENCE AND EDUCATION**

- Two (2) years' experience in social media, digital asset and content production, and communications data analysis ideal;
- Bachelor's degree, welcomed, or the combination of education, training and experience commensurate with others in this position
- Proven project management, communications, and relationship management experience;
- Functional and technical knowledge and skills required to perform well; uses best practices and demonstrates up-to-date knowledge and skills in technology.

## **COMMITMENT:**

- Monday through Friday, approximately 9:00AM – 5:00PM (occasionally later with some weekends depending on programming)

## **COMPENSATION:**

- (\$25 - \$32hr) commensurate with experience and internal equity. All employees are eligible for annual performance-based salary increases. Because we value staff tenure in each role, we do not currently cap salary ranges.
- We offer a comprehensive benefits plan, covering the employee premium for medical, dental, and vision plans. Other benefits include life insurance, generous vacation time and paid holidays, professional development, and a 401K retirement plan with an up to 5% match.

AMAAD Institute is an equal opportunity employer. Black and Indigenous People of Color (BIPOC), and those with intersectional identities, especially Lesbian, Gay, Bisexual, Transgender, Questioning/Queer (LGBTQ+), gender nonconforming people, and allies are encouraged to apply.

## **HOW TO APPLY**

Qualified candidates please email a cover letter and resume to [jobs@amaad.org](mailto:jobs@amaad.org). Please include all documents as one pdf file and use 'Communications Associate' in the subject line.