

JOB TITLE: Communications Director



Bienestar Human Services, Inc. is a unique non-profit social service organization that successfully improves the health and well-being of the underserved Latino community in Southern California. BIENESTAR uses a uniquely relevant, peer-based approach, combined with 100% cultural competence and community outreach, to improve the outcome of public health. BIENESTAR networks with other social service organizations to provide a complete package of support to its clients.

POSITION DESCRIPTION:

Communications Director will be responsible for planning, implementing, managing, and monitoring BIENESTAR's marketing and communication strategy to increase brand awareness and visibility to our many stakeholders. The position will skillfully employ mass media tools (print, radio, television) and expand the effectiveness of social media tools to engage key constituents. These include elected officials, funders, community stakeholders, and program staff. Will be responsible for updating the company website to ensure consistency of content and messaging across all groups. This position reports to the Executive Director.

SUMMARY OF DUTIES/RESPONSIBILITIES:

- Develop company-wide communication policies and programs in conjunction with the executive team. Serve as point person for the development and implementation of a public relations strategy that encompasses all stakeholders.
- Develop, implement, and manage mass media and social media strategy regarding issues related to HIV/AIDS, COVID-19, Monkey Pox, immigration, PrEP/PEP, LGBTQ+ issues, access to medical care, and other issues impacting the Latinx and other underserved communities in Los Angeles.
- Develop communication plan to expand the visibility of BIENESTAR to elected officials and the donor community in the greater Los Angeles area.
- Ensure that social media and website messaging is current and measure the success of every social media campaign. Respond to customers' questions or concerns voiced on social media.
- Work with BIENESTAR program staff and provide constructive feedback on promotional campaigns and outreach materials created to attract new clients.
- Promote BIENESTAR's community impact by developing client stories and sharing them with news outlets and on social media.
- Create and maintain a listserv that will inform the local community of important issues at BIENESTAR.
- Develop video content for publishing on company website and social media.

QUALIFICATIONS:

- Bachelor's degree or 3-5 years comparable related experience.
- Must be bilingual with written and oral proficiency in English and Spanish.
- Knowledgeable of HIV-related education and services.
- Awareness of and sensitivity to the needs of diverse culture and populations, issues impacting HIV-positive individuals, and high-risk HIV negative individuals and their families.

HOURS: Full-time position (40 hours per week). Some weekends and evenings may be required. Travel within and outside the United States required.

SALARY: \$65,000-75,000 per year commensurate with education and experience. Full benefits consist of health, vision, and dental insurance and 403B pension plan. 14 paid holidays plus employee's birthday.

SEND RESUME: Hrjobs@bienestar.org

***Position Will Remain Open Until Filled. Bienestar Is An Equal Opportunity Employer.
Members of the LGBTQ+ community are encouraged to apply***