



A P P E A L

ASIAN PACIFIC PARTNERS FOR EMPOWERMENT, ADVOCACY AND LEADERSHIP

4 2 4 3rd St Suite 220, Oakland, CA 94607

Job Announcement

Position: Program Associate

Organization: Asian Pacific Partners for Empowerment, Advocacy & Leadership (APPEAL),
424 3rd St Suite 220, Oakland, CA 94607

Reports to: Executive Director

APPEAL, a national health advocacy and leadership development organization, has an immediate opening for a full-time Program Associate responsible for supporting the organization's health initiatives and implementing and managing the organization's communications activities.

This position offers opportunities for professional growth.

ORGANIZATIONAL DESCRIPTION:

Asian Pacific Partners for Empowerment, Advocacy and Leadership (APPEAL) is a national non-profit organization working toward justice in the Asian American, Native Hawaiian and Pacific Islander (AA and NHPI) communities. The organization's mission is to champion social justice and achieve parity and empowerment for Asian Americans, Native Hawaiians and other Pacific Islanders by supporting and mobilizing community-led movements through advocacy and leadership development on critical public health issues. APPEAL has been a national leader in addressing health justice issues such as tobacco control and healthy eating and active living.

Founded in 1994 as a program of Asian Health Services, APPEAL's accomplishments include the development of a national movement on AA and NHPI tobacco control, a model technical assistance and training program for diverse communities, a national policy framework on AANHPI tobacco control, the cross-cultural APPEAL Leadership Program and training of over 1,200 leaders from the AA & NHPI community and other diverse communities. APPEAL has also provided leadership in launching major advocacy campaigns on countering tobacco industry targeting and creating parity in tobacco control.

PRIMARY RESPONSIBILITIES AND DUTIES:

- Promote and represent APPEAL at statewide, national and regional conferences and meetings. Some travel required.

- Provide program, administrative and fundraising support for the Program Manager and Executive Director.
- Maintain and update the APPEAL website.
- Assist with the development and implementation of APPEAL's communications plan and selected campaigns.
- Assist with planning and evaluation of communications strategies and developing social media.
- Write and edit articles, reports and grant proposals.
- Write and disseminate media and advocacy bulletins related to tobacco and other social justice issues.
- Draft communications to APPEAL members, donors and potential donors.
- Develop and maintain media contacts and lists.
- Assist with event planning and coordination.

REQUIRED QUALIFICATIONS:

- Bachelor's degree in communications, public health, public relations and/or related field, plus two years of professional experience with mission-based communications.
- Knowledge and understanding of Asian American, Native Hawaiian and Pacific Islander communities (and other diverse communities).
- Demonstrated interest in community health initiatives and tobacco control.
- Experience with web management and editing.
- Experience creating presentations.
- Strong skills with PC-based computers, Windows XP, MS Office software, and the Internet.
- Strong organizational skills, detail oriented and experience meeting deadlines.
- Excellent verbal and writing communication skills.
- Excellent interpersonal skills and ability to establish positive relationships with individuals from communities, community-based organizations, and other mainstream organizations required.
- Self-motivated and the ability to work independently and maintain communication with directors and managers.
- Commitment and ability to support and implement the goals and objectives of APPEAL required and to work in a team environment.

Salary: Starts at \$48K/DOE plus health/vision/dental benefits and partial coverage for dependents.

Application Instructions:

Please email a PDF of your resume along with a cover letter stating your interest in health advocacy and your professional communications experience to [hiring@appealforhealth.org](mailto: hiring@appealforhealth.org) with the subject line: Program Associate Application.

APPEAL is an equal opportunity employer. Women and people of color are encouraged to apply.