

Job Description: Social Marketing Specialist

The United Way-Sacramento Area, based in Sacramento CA, seeks to hire a Social Marketing Specialist for an HIV prevention project, funded by the U.S. Centers for Disease Control and Prevention (CDC). The CDC's Prevention Marketing Initiative (PMI) combines a variety of social marketing, health promotion, and community outreach methods into a comprehensive pilot program to prevent sexual transmission of HIV among young people age 25 and under.

Sacramento is one of five US communities participating in this pilot HIV prevention program. For the past year, community participants in Sacramento have been planning this program, and they have identified a target audience of young people, 14-18 years old.

The Social Marketing Specialist in Sacramento will lead local technical assistance efforts to facilitate the community's efforts to develop its final prevention marketing plan. Then he/she will team manage the local implementation of that plan, including the supervision of local subcontractors carrying out components of the program. In so doing, the selected candidate will work closely, and facilitate communication with, the PMI national partners (CDC and AED project staff), local steering and advisory committees, and other local staff and interested parties.

Responsibilities:

Responsibilities include, but are not limited to, the following specific tasks:

- ❑ Work as a team member with the Project Supervisor and the Community Development Specialist to meet PMI goals and objectives
- ❑ Lead local prevention marketing technical efforts to facilitate the community's efforts to develop its final prevention marketing plan
- ❑ Assist in the identification of subcontracting organizations to develop materials and/or implement elements of the local prevention marketing plan with PMI staff team and PMI Community Council members
- ❑ Facilitate the local implementation in collaboration with PMI staff team
- ❑ Provide technical and fiscal oversight of implementation of local subcontracts
- ❑ Work with national partners and be accountable to the PMI Community Council
- ❑ Assist in identifying training needs and provide technical assistance, training and other types of support to community committee members, collaborators, and subcontractors
- ❑ Develop and implement a project monitoring plan, oversee monitoring activities, and recommend specific program adjustments as needed
- ❑ Assist in clear, timely and effective communication with the local committees and work teams, national partners, and CDC, identifying decision points that require input from each group and seeking input and review from each group as appropriate
- ❑ Prepare and/or edit reports (including brief weekly reports), briefing papers, and other documents as required, and contribute ideas, information, materials, or review comments to strengthen PMI documents or publications.

Skills and Qualifications

- ❑ Minimum 6-8 years of progressively more responsible work experience with a variety of clients and vendors, including minimum of 4 years of fiscal and supervisory management
- ❑ Demonstrated abilities and experience in social marketing, marketing, public relations, communication, health promotion or related fields
- ❑ Demonstrated ability to work independently on the management and implementation of program plans
- ❑ Demonstrated abilities to implement programs involving complex relationships among organizations and individuals, and to interact effectively with local and national clients, colleague and communities
- ❑ Strong knowledge of links to the Sacramento area community, including HIV/AIDS organization, community-based organizations, youth-serving organizations, business community representatives, religious community, civic organizations, etc preferred
- ❑ Experience working in the field of HIV/AIDS communication and prevention strongly preferred
- ❑ Experience in managing and monitoring subcontracts required
- ❑ Proficiency in relevant computer software applications
- ❑ Strong written and oral communication skills
- ❑ Masters degree in communications, marketing, public health or related field strongly preferred.