

87 Tyler Street, 5th floor, Boston, MA 02111 Telephone: 617-426-9492 Fax: 617-482 -2316 [www.aaca-boston.org](http://www.aaca-boston.org)

**Job Posting**

**Part-time Position Available:** Media Campaign Coordinator

**Asian American Civic Association** (AACA) provides limited English speaking and economically disadvantaged people with education, occupational training and social services enabling them to realize lasting economic self-sufficiency.

**Position Summary:**

The Media Campaign Coordinator will be responsible for administering a mass media campaign (Campaign) focused around smoking cessation in the Chinatown neighborhood funded by the Asian Health Initiative (AHI) of Tufts Medical Center. The Campaign will involve adapting existing materials to be culturally sensitive for the Chinatown community, creating new content, and developing pipelines for distribution primarily through public service announcement (PSA) channels. The Coordinator will also work directly with selected properties throughout Chinatown to further distribute information about smoking cessation to residents.

Primary Duties and Responsibilities:

**Responsibilities for Campaign:**

* Survey and collect existing mass media content focused on smoking cessation
* Negotiate content use if necessary
* Modify existing content to be culturally sensitive and impactful for the Chinatown community, including translating content
* Create new content if necessary utilizing community access television studios and other nonprofit-geared service providers
* Run focus groups testing out collected and created content
* Identify existing media channels to disseminate content, primarily of the free public service announcement and/or nonprofit discount variety
* Create a guide for other AHI partners to refer to when pushing out media content
* Develop and maintain a website including the guide for AHI partners and all gathered and created content

**Responsibilities for smoke-free areas:**

* Work with AACA employer partners that maintain properties and restaurants throughout Chinatown to educate residents about smoke-free areas
* Develop signage and other materials to help these partners educate patrons and residents about smoke-free areas
* Maintain records, documentation, and track clients in database, producing regular reports on services and outcomes

**Qualifications/Requirements:**

* Bachelors degree preferred
* Strong organizational skills with excellent attention to detail
* Excellent communication skills, oral and written
* Previous experience with marketing, media campaigns, and/or mass media highly desired
* Previous journalism or writing experience preferred
* Mandarin, Cantonese, and simplified Chinese proficiency preferred
* Commitment to AACA’s mission of helping limited English speaking and economically disadvantaged people gain economic self-sufficiency

Salary is commensurate with experience. Full benefit package included.

**To apply**, send resume and cover letter indicating the title of the position to:

HR Department

Asian American Civic Association

87 Tyler Street, 5th floor

Boston, MA 02111

Email: hr@aaca-boston.org

*Asian American Civic Association is an equal opportunity/affirmative action employer*

