



Communications and Events Coordinator

Organizational Overview

AWFH is a peer-led, community-based network dedicated to advancing Asian women's health and wellness through education, advocacy, and support. We envision a world where Asian women are well-informed, have access to care that is culturally appropriate and high quality, and inspired to live happy, healthy lives.

About

AWFH's Communications and Events Coordinator assists in the management of our communications and information-sharing strategies; and the planning and implementation of the four major AWFH-supported conferences and events. This full-time position works with co-workers, colleagues, and allies to plan events, craft messages and communicate in ways that represent our values and work. This position is designed for someone who enjoys the challenge of developing strategies and systems, both independently and collaboratively with a team. This position reports to the Communications Manager.

Communications

- Assist the Communications Manager in the development of an annual communications plan, including written, digital, visual, and oral strategies.
- Ensure communications materials accurately reflect AWFH's mission, vision, and values in a consistent and replicable manner, utilizing the website, monthly newsletter, social media platforms, and email communications.
- Oversee social media platforms and networks, including creating daily platform content, tracking, and reporting social media metrics, and responding to visitor comments or inquiries.
- Communicate organizational aims and objectives to participants, Board members, colleagues, and the public, including periodic reports on the state of programming, special outreach campaigns, and media placement strategies.
- Collaborate with AWFH staff to create outreach and educational materials for key stakeholders, including program flyers, advertisements, and materials, as necessary
- Draft press releases, talking points, Op-ed pieces, special reports, story lines and position statements, as requested.
- Perform other communications tasks as requested.

Events

- Provide administrative and programmatic support for AWFH's four major conferences and events, including the BIWOC Gathering Circle, State of Asian Women's Health in MA Conference, Asian American Mental Health Forum, and the CelebrASIANS Benefit Fashion Show.
- Participate in any planning committee meetings for each event, taking and archiving accurate minutes.
- Assist the Executive Director and event team with speaker selection and logistics.
- In consultation with the Executive Director, select vendors based upon the best combination of quality and cost.
- Book venues, vendors, and speakers, including oversight of contracts and confirmations, as necessary.
- Develop event content, including outreach materials, flyers, advertisements, ad books, and brochures.

- Utilize social media and electronic communications to conduct sponsor, attendee, and participant outreach.
- In conjunction with the Executive Director develop and disseminate sponsorship materials.
- Maintain regular contact with event sponsors, including updates, reminders, and collection of any goods promised as part of the sponsorship agreement.
- Oversee event registration, including participant confirmation, tickets, logistics and reminders.
- Manage “day-of” logistics to ensure all deliverables meet expectations on the day of the event.
- Track and report on attendee metrics.
- Oversee pre- and post-event surveys and feedback.
- Perform other event-related tasks as requested.

Fundraising

- Support direct mail, pledge, and other donor campaigns by reviewing, and/or revising donor solicitation and relationship materials.
- Participate in additional development and fundraising tasks as requested.

Additional Duties

- Participate in weekly staff meetings and other organizational activities.
- Assist in the maintenance of smooth internal communications.
- Handle requests for information and data, as necessary.
- Be aware of the need for schedule changes and make appropriate contingency plans.
- Provide support for other AWFH programs as needed when capacity allows.
- Perform other related tasks as requested.

Knowledge, Skills, and Abilities

- Commitment to AWFH’s mission, goals, and objectives.
- Desire to work as part of a team in a culturally diverse organization, including building relationships across lines based on race, class, gender, sexual orientation, age, and ability.
- Ability to work independently and contribute as part of a larger team.
- Capacity to manage interpersonal conflicts effectively is considered a core job competency, which includes a willingness to listen without judgment and engage in honest communication around difficult issues.