

Community Engagement Associate

INTRODUCTION

The Chinatown Fresno Foundation formed to improve the social, physical, cultural and economic environment of Historic Chinatown Fresno. We strengthen the investments of property and business owners and celebrate the cultural heritage of Chinatown.

OVERVIEW

The part-time Community Engagement Associate is a vital part of our team. He/she creates, oversees, and manages connections between the Chinatown Fresno Foundation and the Chinatown community.

JOB KNOWLEDGE AND SKILLS

- ❖ Computer literate with proficiency in social media and Microsoft Office products
- ❖ Excellent oral and written communication skills (including Spanish language proficiency)
- ❖ Strong organizational skills
- ❖ Working knowledge of Facebook, Twitter, Instagram, YouTube, Pinterest, Yelp and Google+
- ❖ Event experience and/or education
- ❖ Basic photography skills and working knowledge of photo manipulation
- ❖ Ability to
 - reach out into the community and connect with Chinatown people
 - function productively with minimal supervision
 - communicate effectively
 - maintain confidentiality in all matters

DUTIES AND RESPONSIBILITIES

The duties will encompass a variety of tasks and require flexibility. Responsibilities will be determined by the Director and may change depending on project priorities. They may include the following:

- ❖ Engage the Chinatown community through the Chinatown Empowerment Center
 - Assist in the development of an overall community engagement plan
 - Get to know all businesses in the district
 - Establish a resource center for business and property owner use
 - Maintain a vacancy database for Chinatown
 - Oversee and help develop workshops and classes
- ❖ Social Media
 - Assist in creation and implementation of marketing and social media content
 - Monitor analytics with social media team to identify viable ideas
 - Develop content calendars on a weekly and monthly basis
- ❖ Events
 - Work with the team to develop event concept and details
 - Provide support at live and online events
- ❖ Other duties as assigned by the Director