

Please send resume and three work-related references to [biz@chinatownfresno.org](mailto:biz@chinatownfresno.org)

## Digital Communications Specialist

### INTRODUCTION

The Chinatown Fresno Foundation is a nonprofit community benefit corporation dedicated to creating one voice for the stakeholders of Chinatown Fresno. Through our work, we unite our community, honor our history, strengthen business and property assets, and build vibrancy in the neighborhood. The Chinatown Fresno Foundation is an equal opportunity employer. We are dedicated to equity, diversity and inclusion and are committed to providing a workplace that is free from discrimination and harassment.

### OVERVIEW

The Public Outreach Specialist is a vital part of our team. This person will coordinate the Foundation's online presence and identity. They will possess the skills to effectively communicate the work of the Foundation to the larger Fresno community across various means of communication. This role offers an opportunity to make a meaningful impact by leveraging the power of social media to drive awareness, engagement, and support for the Foundation's initiatives.

This position requires a commitment to flexibility, with work conducted over 15 hours in the office. English and Spanish fluency required.

### JOB KNOWLEDGE AND SKILLS

- ❖ Proven experience in marketing and social media concepts
- ❖ Excellent communication skills with the ability to engage diverse stakeholders and articulate concepts in a clear and compelling manner, verbally and in writing
- ❖ Commitment to equity, diversity, and inclusion in all aspects of the work
- ❖ Fluency (both written and spoken) in both Spanish and English
- ❖ Proficiency in market data analysis, research methodologies and report writing
- ❖ Proven results in strategic thinking, problem-solving abilities, organizational skills and a proactive approach to achieving results
- ❖ Ability to function productively with minimal supervision

### 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:

- ❖ Social media
  - Create content with the team and post across platforms
  - Collaborate with the team to gather stories, reels and updates to be broadcast
  - Understand trends and emerging platforms
  - Respond to comments, messages and inquires in a timely manner
- ❖ Tours and Presentations
  - Research and plan community tours, including those featuring Chinatown's murals, historic buildings and heritage (above ground and underground).
  - Coordinate and lead community and media tours
  - Create compelling written content to describe and promote tours in newsletters, blog posts, social media updates, collateral and press releases
  - Master Chinatown heritage presentations and present as needed
- ❖ Other duties as assigned by the Director