EMPLOYMENT OPPORTUNITY

KYCC is committed to meeting the needs of the multicultural Koreatown community. We believe that delivering effective programs requires support staff that has the same passion and commitment as those who provide direct services. We expect our staff to be respectful and flexible and to be driven to achieve their personal and professional goals.

We endeavor to be an employer of choice and are looking for candidates who will make an immediate and lasting contribution. We have been serving our diverse community for more than 40 years, and if you’re passionate about using your skills and experiences to support our mission, we’d like to meet you.

Communications Associate (Bilingual Spanish) (Full-time, Non-exempt)

Unit: Development
Posting Date: 02/02/2021

Reports To: Director of External Affairs
Salary: $20.00-21.00 hourly DOE
Positions Available: 1

Summary: Under the direction of the Director of External Affairs, the Communications Associate is responsible for overseeing and managing agency social media platforms as well as the external and internal KYCC website. This position is responsible for creating and revising agency and program content before posting externally. Additionally, this position will support the rest of the Development Unit and work closely with program staff to produce quality content reflecting our services to the community. Performance is reviewed on a continuous basis with specific goals and objectives identified throughout the year. This is a regular full-time, non-exempt position, working 40 hours per week.

Duties / Responsibilities:

• Management of all KYCC social media platforms by:
  o Creating social media strategies to align with agency mission and fundraising goals.
  o Designing, editing, and publishing social graphics and content across all social media platforms.
  o Overseeing the day-to-day management of all social media platforms.
  o Providing timely responses to questions, comments, and direct messages received from all social media platforms.
  o Promoting partner agencies, funders, or government affiliates by ‘Sharing’, ‘Liking’, and ‘Retweeting’ posts.
  o Boosting posts according to monthly budget and targeting audience for maximum reach and engagement.
  o Interpreting social media metrics periodically to gain insight and enhance KYCC’s social media strategy.
  o Reporting social media metrics from various social media platforms (i.e. Facebook, Twitter, Instagram) for data such as number of follows, likes, reach, growth, and engagements.

• Assist with KYCC website maintenance by:
  o Writing and editing agency news stories and program highlights.
  o Updating the website template boxes.
  o Updating the website on employee names and program updates, as needed.
  o Updating the internal KYCC Wiki website with new protocols and guidelines related to social media management.

• Provide support to KYCC programs and units by:
  o Editing flyers created by program staff according to social media protocols.
  o Creating new flyers for program staff.
  o Overseeing and drafting mass email campaigns on Mailchimp.
  o Designing banners, postcards, invitations, brochures and various print materials for programs and units.
  o Collaborating with program staff to create social media, campaigns and various outreach materials.
  o Editing monthly newsletters for both internal and external communications.

• Assist with agency-wide external communications:
  o Editing or drafting press releases.
  o Supporting agency-wide special events (social media promotion, day of support, creating ‘Thank You’ letter templates).
  o Training Communication Liaisons and Interns.

• Attend relevant meetings, trainings, events and activities.
• Perform other related duties as assigned by the Director of External Affairs.
Minimum Requirements / Qualifications (All applicants MUST meet the minimum qualifications):

- Minimum two (2) years of experience managing social media platforms (Facebook, Twitter, Instagram) and/or other website platforms (WordPress).
- Experience with media content planning to reach a targeted community for tangible audience growth and long-term retention.
- **Bilingual capacity in English/Spanish.**
- Ability to perform under pressure and address social media comments and inquiries in a timely and professional manner.
- Ability to read, write and effectively communicate with customers, peers, and management.
- Strong understanding of and commitment to working with a multicultural community.
- Ability to work collaboratively with others and a willingness to participate fully in the team process.
- A valid Class C California Driver License, access to personal automobile, and proof of auto insurance; **highly desired.**
- Proof of passing a TB test and fingerprinting clearance (Live Scan).
- Proof of eligibility to work in the United States.
- Physical requirements: sitting and standing for extended periods of time, bending, kneeling and reaching to retrieve merchandise.