

May 20, 2024

## COMMUNICATIONS & DEVELOPMENT ASSOCIATE JOB DESCRIPTION

### PHILADELPHIA CHINATOWN DEVELOPMENT CORPORATION

PCDC was established in 1966 as a nonprofit, grassroots, community-based organization. Its mission is to preserve, protect, and promote Chinatown as a viable ethnic, residential, and business community. Programs focus on providing affordable housing and related services to all members of the community, neighborhood planning and advocacy, economic and industrial redevelopment, and general family support services.

### JOB DESCRIPTION

We are looking for a highly organized, self-motivated individual with strong writing skills, communication, and an eagerness to learn and grow in this position. The Communications & Development Associate is responsible for improving the visibility and outreach of PCDC's programming and fundraising, implementing marketing strategy and donor communications, and maintaining a grant database. Working with the Deputy Director, the Communications & Development Associate responsible for researching, writing, submitting, tracking, and managing grant proposals to secure funding to support the organization's goals. The Communications & Development Associate coordinates and creates outgoing communications and marketing content related to our programs. This includes social media, email marketing (Constant Contact), press releases, monthly newsletters, organizational websites (WordPress), and grant reports. The Communications & Development Associate also coordinates the release of organizational and project content through the PCDC's website, social media, and email lists to reach PCDC's key constituents and audiences.

### KEY RESPONSIBILITIES

- Develop and implement a social media strategy to reach our target audiences
- Enhance and maintain PCDC's social media profiles (Facebook, Instagram, Twitter, and WeChat)
- Produce, or contribute to, newsletters using Constant Contact Email Marketing platform
- Produce video, photography, and/or and graphics for digital and print communications
- Update and maintain PCDC's website (WordPress)
- Work with other staff to support fundraising and community events, such as the Annual Chinese New Year Banquet
- Document PCDC's public events and outings for monthly newsletters and social media using photography, video, and copy writing
- Research and assess grants and new funding opportunities
- Write, edit, and submit grant proposals to existing and new funding opportunities, including federal, state, local, foundation, and corporate funders.
- Collaborate with program staff and management to strategize for program planning.

- Create program budgets and logic models as needed.
- Track grant submissions process in grant tracking database.
- Manage grant reporting processes and work with staff members to track outcomes.
- Build upon the trust that PCDC has developed with the community.
- Reports directly to the Executive Director.
- Other responsibilities as assigned.

## QUALIFICATIONS

The Communications and Development Associate must have attained the following qualifications:

- Bachelor's degree from an accredited college or university is preferred, and/or with competencies and experience in communications and development.
- Proficient at Microsoft Word, Excel, and PowerPoint
- Excellent communication, writing, and interpersonal skills
- Excellent attention to detail
- Enthusiasm for learning and working within a dynamic, growing organization
- Fluent with social media including Facebook, Instagram, Twitter (WeChat is a plus)
- Familiar with Microsoft Office, Microsoft Teams, Google Workspace, Canva, and Constant Contact
- Willingness to work as part of a close-knit, supportive team
- Self-motivated
- Graphics skills are a plus, though not required
- Chinese (Mandarin or Cantonese) language skills are a plus, though not required

HOURS Full Time.

COMPENSATION \$32,000 - \$43,000

PREFERRED START DATE ASAP

Send cover letter and resume to PCDC, Attn: Rosaline Yang, 301 North 9th Street, Philadelphia, PA 19107 or email to [ryang@chinatown-pcdc.org](mailto:ryang@chinatown-pcdc.org).