



屋崙華埠社區促進會

Oakland Chinatown
Improvement Council

**Job Announcement:
Communications and Administrative Assistant
Oakland Chinatown Improvement Council (OCIC)
Issue Date: June 8, 2022
Due Date: Open Until Filled**

The Oakland Chinatown Improvement Council is seeking a qualified Communications and Administrative Assistant to serve in the capacity of key support staff of the Oakland Chinatown Improvement Council, a Community Benefit District.

Background:

The Oakland Chinatown Improvement Council (OCIC) is a new nonprofit Community Benefits District that was formed by an overwhelming vote of the affected property owners in July 2021. OCIC as a Community Benefits District is a long-term solution to make our community feel safe, clean, and welcoming again.

The main goal of OCIC is to make Oakland Chinatown cleaner, safer, and more vibrant for the community. Our Chinatown businesses have suffered from a first wave of business loss during the pandemic when people were afraid to patronize our businesses due to xenophobic and misinformed beliefs that our neighborhood would give them coronavirus. A second wave of anti-Asian hate followed when our elders, residents, and small businesses were targets of seemingly senseless violence. One of our missions is to attract new visitors and existing community members out to Oakland Chinatown, promote our local businesses and neighborhood, and preserve and promote the culture of Oakland Chinatown through District Identity projects, working with creative teams, and creating content and projects ourselves to boost the image of Oakland's Chinatown.

Position Summary:

The Communications and Administrative Assistant will manage and produce content for OCIC's social media accounts, newsletter, and website. This position will also assist the Executive Director in administrative, calendaring, and office managerial duties. This can be a full-time or part-time position and reports to the Executive Director.

Desired Skills and Experience:

- 2+ years of social media management experience
- 1+ years of administrative assistant experience
- Demonstrated Graphic Design experience (Adobe Photoshop/Illustrator, Canva or Pixelmator)
- Basic Photography and Video Editing experience
- Web Development and Design experience (OCIC's website is currently designed and managed through Duda and will transition to Wordpress, but other web design experience will be considered)
- Demonstrated proficiency in Adobe Suite, Microsoft Office Suite, and G-Suite
- Demonstrated experience in social media management and content creation
- Excellent writing and proofreading skills
- Strong organizational, planning and management skills
- Experience with Google Calendar, Calendly, calendar management
- Detail-oriented, with the ability to be resourceful and work independently
- Strong analytical, writing, organizational, planning and management skills
- Exceptional interpersonal skills and ability to work effectively with others
- Knowledge of Oakland Chinatown preferred
- Ability to read and write in Chinese is a plus, but not required. Having the same skills for the Vietnamese language would be desirable.
- Knowledge of basic book keeping principles

Role and Responsibilities:

- Developing a strategic public relations, outreach, and advertising plan for the OCIC (in consultation with Executive Director);
- Promoting introduction of new public spaces in the Oakland Chinatown district;
- Promoting special events and ongoing media relations for new activities on behalf of the organizations and associations occurring in Oakland Chinatown OCIC;
- Working with the OCIC staff to create social media content and outreach efforts;
- Working on the development of videos that promote the OCIC;
- Work with the web manager to regularly update the website;
- Developing relations with local and national print media and television media;
- Responding to the media about issues that might arise within the district;
- Providing talking points for media coverage; and
- Writing and distribute press releases on any issues affecting the OCIC,
- Providing administrative assistance, such as writing and editing e-mails, drafting memos, and preparing communications on the executive's behalf
- Maintaining comprehensive and accurate records
- Organizing meetings, including scheduling, sending reminders

- Answering phone calls in a polite and professional manner
- Managing the executive's calendar, including making appointments and prioritizing the most sensitive matters
- Ability to write, maintain and post records of the Association on its website in a timely manner.

Pay:

- Up to \$73,000 a year depending upon experience. Any payroll and employment taxes shall be included in this \$73,000 per year maximum figure. Health benefits, vacation, and sick time may be provided. *The Executive Director may also consider higher cost proposals based upon experience within the district in this field.*

To Apply

Please provide a resume and sample graphics or content you have created. Email your example graphic, favorite social media content, resume to Jennifer.Li@chinatownoakland.org with "Communications and Administrative Assistant" as the subject line. We welcome you to also include a broader design portfolio or other materials that showcase your experience in design.

The Oakland Chinatown Improvement Council is an Affirmative Action, Equal Opportunity employer and does not discriminate against employees or applicants because of race, religion, creed, color, national origin, ancestry, physical disability, mental disability, medical condition, genetic information, marital status, sex gender, gender identity, gender expression, age, or sexual orientation, or any other characteristics protected by State and Federal law.