

TITLE: Coordinator of Engagement
REPORTS TO: Director of Strategic Initiatives
JOB STATUS: Full Time, Non-exempt



ABOUT US

Chinese Mutual Aid Association is a fast-paced organization, dedicated to fostering the integration of the Pan-Asian immigrant and refugee community into U.S. culture. Established in 1981, CMAA has been a cornerstone of the Uptown community in Chicago since then and now has expanded to Elgin, IL, providing programming for generations of low-income youth, adults, and senior citizens.

JOB DESCRIPTION

CMAA seeks to hire a Coordinator of Engagement who will support the Director of Strategic Initiatives and collaborate with department colleagues, with day to day tasks involving but not limited to engaging with:

- Community audiences via social media, website, and direct mailings
- Supporters such as event sponsors, volunteer groups, employee resource groups and CMAA's Associate Board
- Individual donors and special event attendees
- Community partners
- Local and ethnic media
- Other tasks as assigned by supervisor

RESPONSIBILITIES

Community Engagement

- Annually meet with entities and interest groups (ie AAPI employee resource groups, association affinity groups, faith organizations, immigrant networks, consulates, embassies and associations) to learn of their interests, priorities and develop engagement opportunities
- Coordinate with relevant CMAA program staff and external volunteer groups to plan and execute mutually beneficial volunteer activities
- Serve as a representative for CMAA at community events (ie aldermanic back to school events or Uptown Night Market) and at meetings of special interest affinity groups (ie chambers of commerce, ICIRR, ONE Northside, RAN, etc)
- Coordinate with relevant CMAA program staff to host dignitaries and government officials at CMAA for special site visits
- Conduct pre- and post-event evaluations of events and report on outcomes
- Contribute to creation of agency overall and program brochures, presentations
- Distribute digitally and in-person promotional materials pertaining to CMAA special events, such as The Uptown Dim Sum & Then Some 5K/10K Race, Red Party, Lunar New Year and Annual Gala

Development

- Weekly enter donor, gift and engagement activity data and run reports in constituent relationship management (CRM) database, currently Salesforce
- Weekly produce and send donor gift acknowledgement/ tax receipt letters
- Contribute to and execute donor stewardship plans
- Support agency's annual giving campaign, such as production of annual appeal letter and mailing list, Giving Tuesday collateral and donor calls

- Research and create donor profiles, outlining areas of interest and philanthropic giving patterns
- Support the Director and colleagues to coordinate site visits with potential and existing donors; work with other departments to determine what activities should be highlighted depending on donor preferences based on profile
- Contribute to development of CMAA's annual report
- Participate in and prepare documents for bimonthly Development Committee meeting to keep Executive Board members on track for fundraising goals
- Participate in and prepare documents for Associate Board Meetings to keep A/B members engaged with CMAA

Marketing & Communications

- Coordinate content for all of CMAA's social media platforms
- Coordinate content for quarterly newsletter
- Coordinate updates to website in partnership with IT and web designer
- Produce mailing lists from CRM database
- Track analytics
- Contribute to and execute marketing plans for overall agency, special events and campaigns (e.g. awareness campaigns and fundraising drives)
- Distribute and follow-up on press releases and advertisements to local and ethnic media
- Communicate relevant CMAA updates to cultivate prospective donors from agency partners, such as chambers of commerce,
- Ensure effective recognition of event sponsors and volunteer groups and other entities for their support of CMAA
- Coordinate with internal and external partners (eg graphic designers, copy writers, program staff) to produce collateral materials necessary for fundraising and awareness campaigns and donor stewardship
- Ensure that within our agency, CMAA's departments are following our brand standards

Special Events

- Contribute to creation of sponsor kits
- Coordinate with event sponsors and stakeholders
- Conduct market research, gather information, research vendors, and negotiate contracts
- Partner with internal and external event planning partners, including event management consultants, vendors, etc
- Follow-up with event attendees; enter their records in CRM database; convert them into CMAA audiences and followers

QUALIFICATIONS:

- Desire to work in service of low-income, immigrant, refugee and multicultural communities
- Experience in community engagement and event planning
- Ability to manage multiple projects and prioritize tasks
- Ability to successfully manage projects within time limits and on budget
- Ability to work autonomously yet also in collaboratively with others
- Commitment to innovation and quality improvement; eagerness to share ideas on how to improve quality CMAA special events, outreach and engagement activities
- Familiarity with all stages of planning, design, and production of meetings and events
- Proactive approach to handling any challenges that might arise and ability to quickly troubleshoot any problems that should arise on event days
- Excellent communication skills, providing feedback and periodic reports to Managers,

Executive Director and Board

- Positive attitude and ability to stay calm under pressure
- Cooperative attitude and willingness to collaborate with other departments
- Team management skills to clearly articulate staff requirements and coordinate their activities
- Must be willing to attend agency and community events that may take place on occasional evenings, early mornings and weekends
- Must be proficient in Microsoft Office and Google Platform
- Preferred: graphic design skills or sensibilities, experience using CRM software (ie Salesforce, mailchimp)
- Preferred: Basic proficiency in a second language

How to Apply

Please send a resume and a cover letter to humanresources@chinesemutualaid.org with the subject line "Coordinator of Engagement." Please indicate in the email body where you saw the job posting.