

**THE CHINATOWN PARTNERSHIP LOCAL DEVELOPMENT CORPORATION
JOB POSTING NOTICE**

OFFICE TITLE: Community Outreach Coordinator
OFFICE LOCATION: 60 St. James Place, New York, NY 10038
PROGRAM/WORK UNIT: Chinatown Partnership Clean Streets Program
WORK LOCATION: Greater Chinatown Area

EMPLOYER DESCRIPTION:

The New York City Department of Small Business Services (SBS) in collaborative partnership with the Chinatown Partnership Local Development Corporation (LDC), under a grant from the Lower Manhattan Development Corporation (LMDC), establish, administer and manage a comprehensive, multiyear Clean Streets program for the Chinatown neighborhood. SBS supports the formation, growth and expansion of the City's small businesses by providing business assistance, fostering neighborhood development and promoting financial and economic opportunity. The LDC is a nonprofit, community-wide organization that seeks to address key community issues and concerns, identify economic development projects that will become assets to the entire Chinatown community, and improve the economic health and vitality of Chinatown.

PROGRAM DESCRIPTION

The Clean Streets Program will be in addition to and not in replacement of existing sanitation services provided by the City of New York. The supplemental maintenance and cleaning services may include, but will not be limited to manual and mechanical sweeping and power-pressure washing of sidewalks and curbs, emptying and bagging of pedestrian trash receptacles, regular placement of bagged litter/sweepings to designated collection locations; cleaning of graffiti from street furniture including light poles, mail boxes and signposts; regular removal of illegal posters and stickers; snow removal at bus stops and curbs used as pedestrian crossings; and maintenance of street trees and tree pits. Two shifts of uniformed workers are anticipated to work between 7 a.m. and 7 p.m. seven days a week.

JOB DESCRIPTION

Under the supervision of the Executive Director of the Chinatown Partnership LDC, with latitude to exercise independent judgment, the Community Outreach Coordinator will be responsible for implementing community outreach strategies that promote the benefits of the Clean Streets Program, and the positive results of an effective public/private partnership. Through effective communication and regular face to face outreach, the Coordinator will build and maintain positive relationships with local residents, businesses, property owners, government and community-based organizations. Specific responsibilities include the following:

- Implement a community outreach and education program by undertaking a comprehensive, professionally conducted, step-by-step educational and outreach campaign that informs local business owners, merchants, property owners, residents, and workers on the significant economic and community benefits of the Clean Streets Program; and benefits of an effective public/private partnership that provides supplemental services and improvements for Chinatown businesses, property owners, residents, tourists, and workers.
- Regular and ongoing face-to-face meetings with all merchants in the Chinatown Area. Outreach coordinator will develop a strategy to efficiently cover the district and will record and track

contacts. Regular reports documenting the number and frequency of contacts will be submitted on a monthly basis.

- Develop and maintain a comprehensive database of all merchants including contact information, descriptions and date and time of each meeting.
- Assist in the creation, design and distribution of LDC promotional materials such as brochures, marketing reports, videos, and other promotional plans and materials.
- Represent the LDC as directed by the Executive Director at public meetings, community board and special events.
- Assist the Executive Director by maintaining an up-to-date list of media contacts and inform the Director of opportunities to obtain positive exposure of Chinatown in both local and regional media outlets.
- Distribute LDC and Clean Streets Program newsletter and other outreach materials.

PREFERRED SKILLS

- **Candidate must be proficient in reading, speaking and writing Chinese in order to communicate with Chinatown residents and businesses**
- Work history in community relations or neighborhood development
- Strong written and verbal communication skills and an outgoing personality with the ability to communicate with a wide range of individuals.
- Proficient in MS Excel, Word and PowerPoint

QUALIFICATION REQUIREMENTS

1. A master's degree from an accredited college in communication, public relations, journalism, liberal arts, marketing, business or public administration, organizational behavior, economic development, political science, or a closely related field, and one year of satisfactory full-time professional experience in one or a combination of the following: working with a large public or private concern in communication, journalism, public relations, program administration, and/or special events management, economic administration; in management or program evaluation; in public administration, program planning/administration, economic planning, or in a related area.

OR

2. A baccalaureate degree from an accredited college and three years of satisfactory full-time professional experience in the areas described in "1" above.

TO APPLY FOR CONSIDERATION, PLEASE SUBMIT A RESUME AND COVER LETTER TO:

Chinatown Partnership Local Development Corp.
P.O. Box 580
New York, NY 10001
Email: employment@chinatownpartnership.org