

華埠基金  
VANCOUVER  
CHINATOWN  
FOUNDATION

**Position Title:** Marketing Communications Coordinator

**Charity:** Vancouver Chinatown Foundation

**Reports to:** Marketing Manager

**Location:** Vancouver, BC

### **Role Overview**

We are seeking a passionate and creative Marketing Communications Coordinator who thrives in a fast-paced environment dedicated to community-building. This position plays a key role on our marketing team, primarily supporting the Foundation's cultural, economic, and physical revitalization projects, including the Chinatown Storytelling Centre, Foo Hung Curios, social housing initiatives, and community events like Light Up Chinatown! and Taste of Chinatown. If you enjoy working with a collaborative and enthusiastic team, we'd love to have you join us!

### **Responsibilities**

#### **Marketing Communications Coordination:**

- Participate in the development of marketing strategies and the design and execution of marketing plans for various VCF projects, including the Chinatown Storytelling Centre (CSC), Foo Hung Curios (FHC), social housing initiatives (**Bob & Michael's Place**, May Wah), economic revitalization efforts, community events, and fundraising activities.
- Maintain and update content on the Vancouver Chinatown Foundation, Chinatown Storytelling Centre, and Foo Hung Curios websites.
- Write content for digital channels and marketing assets for social housing, economic revitalization projects, and other events and initiatives.
- Coordinate with graphic designers to produce print and digital collaterals.
- Coordinate and produce e-communications, including newsletters.
- Manage the calendar of communications-related activities.
- Provide administrative support, including database and file management.

#### **Social Media Coordination:**

- Manage and develop content, including written, photographic, and video assets, for all Vancouver Chinatown Foundation social media channels, including Facebook, Instagram, TikTok, and LinkedIn, to maintain and grow the social media presence.
- Create engaging and authentic content in-house, with a comfort in front of the camera, to produce video and live content.

- Grow followers and engagement on social media channels through creative content and strategies.
- Monitor social media activities of similar organizations and partner channels, responding appropriately to users.
- Collaborate with influencers to amplify the reach of our campaigns
- Utilize paid/boosted ads to extend the visibility and impact of social media content.
- Measure and report on outcomes related to social media campaigns.

#### **Qualifications:**

- Bachelor's degree in marketing communications or a related field.
- 3+ years of related marketing communications and/or social media experience, ideally in cultural spaces, tourism, or retail.
- Experience in traditional, digital, and social media, including blogging and search engine optimization.
- Proficient in Adobe Suite Collection, particularly Adobe Photoshop and Adobe Premiere Pro.
- Familiarity with Canva for content creation.
- Strong communication and collaboration skills with attention to detail.
- Ability to manage multiple projects and consistently deliver results within tight timeframes.
- Demonstrated use of digital content (written, graphical, or video format) and social media strategies.
- Experience with design, video editing, CMS, and WordPress is an asset.
- Superior writing skills, with an understanding of copywriting and a creative background.
- Knowledge of working with influencers and leveraging their platforms is a plus.
- Understanding of paid/boosted ad strategies on social media platforms.
- Ability to accept feedback and work effectively under pressure.

#### **Background:**

The Vancouver Chinatown Foundation is a registered charity founded in 2011 to honour a culture and community established in Vancouver over 100 years ago and is dedicated to building a more resilient and sustainable community by promoting the wellbeing of those in need while preserving Chinatown's irreplaceable cultural heritage. We have a vision of a prosperous, vibrant, and inclusive Chinatown, where people come to live, work, and play. The Vancouver Chinatown Foundation's efforts to revitalize this important neighbourhood are grounded on three interconnected pillars: physical, economic & cultural revitalization.

#### **What we offer:**

- Full benefits package
- Competitive salary
- Meaningful work with a social purpose
- A sense of belonging among caring and trusted colleagues
- The potential to develop your position and professional goals
- A diverse working environment in the heart of historic Chinatown

Working at the Vancouver Chinatown Foundation is about joining a dynamic passionate team focused on creativity and innovation to revitalize Chinatown in the city of Vancouver. This is an in-office position with office hours of 9:00 to 5:00, Monday to Friday. Flexibility in scheduling to support evening and weekend work will be required and will be discussed in advance.

We are committed to equal employment opportunities regardless of race, colour, religion, national origin, sexual orientation, age, marital, status, disability, gender identity, or Veteran status.

We wish to thank all applicants for their interest and effort in applying for the position; however, only candidates selected for interviews will be contacted.

**How to Apply:**

To apply please send your CV and cover letter to the following email address:  
Careers@chinatownfoundation.org