

- Job Title:** Marketing and Content Creation Coordinator
- Report to:** Director of Marketing and Community Relations
- Position:** Full-Time position with full benefits, compensation based upon qualifications

The Marketing and Content Creation Coordinator will help both the California Asian Pacific Chamber of Commerce (CalAsian Chamber) and the Sacramento Asian Pacific Chamber of Commerce (SACC) effectively market chamber program, services, and tell their story. Working with the marketing and events team, the selected candidate will help manage and create content for all chamber social media platforms (incl. LinkedIn, Facebook, Instagram, Twitter), write and edit content for website blogs, e-newsletters, and marketing materials.

The ideal candidate will have a demonstrated passion for social media and writing, possess exceptional written and verbal communication skills, knowledge of basic marketing principles, and have previous experience as a writer, especially in creating compelling messages for different target audiences.

#### **Duties/Responsibilities:**

- Write, review, edit, and update content for company websites, blogs, and marketing materials;
- Help manage, monitor, and compose content on all social media platforms to inform, engage, and generate excitement around chamber activities;
- Conduct research and interviews to gather information on current trends, key issues and policies, and relevant topics to incorporate into content pieces;
- Develop story and content ideas for the chamber blog and social media accounts;
- Create reports analyzing social media analytics to determine effectiveness of strategies and campaigns;
- Create and edit press releases and op-eds;
- Assist the marketing team with daily quality assurance reviews of published content;
- Collaborate with internal departments to create content for marketing and outreach materials;
- Oversee e-newsletter marketing strategy; including writing email copy, managing email database and designing email templates
- Assist with website management; including but not limited to publishing/updating content, ensure website functionality, report website analytics.

#### **Qualifications and Experience**

- Bachelor's degree preferred or completion of related college courses.
- Minimum of 2 years of proven experience in creating strong, engaging marketing and digital media content.
- Actively engaged in using social media platforms.
- Strong knowledge and understanding of basic marketing and digital media principles.
- Demonstrated excellence in writing, proofreading, and editing.
- Proven research, organizational, and time management skills.
- The capacity to work independently and collaboratively.
- Ability to work efficiently without compromising quality or accuracy.

- Experience editing/proofreading language materials
- Video content creation experience is a plus
- Basic understand of SEO principles is a plus
- Basic PC skills with good working knowledge of MS Office
- Experience with WordPress is recommended but not required

**Application Process:**

Interest in this position please send resume with cover letter and at 2-3 writing/content samples to Matt Sumida at [msumida@calasiancc.org](mailto:msumida@calasiancc.org). Position will be open until filled.