



Korean Community Services of Metropolitan New York, Inc.

Position title	Department & Location	Reports to
Sr. Communications & Outreach Manager	Communications & Outreach / HQ	Assistant Director of Operations & Administration
	203-05 32 nd Ave, Bayside, NY 11361	
Employment status	FLSA status	Effective date
☒ Full-time ☐ Part-time ☐ Temporary ☐ Contract	☐ Nonexempt ☒ Exempt	TBD

About the Organization

Founded in 1973, Korean Community Services of Metropolitan New York, Inc. (KCS) is a nonprofit 501(c)(3) multi-service organization supported by government agencies, foundations, corporations, and individuals. KCS aims to develop and deliver a broad range of social service programs to meet the community's various needs.

Position Summary

KCS is seeking a strategic, creative, and hands-on Senior Communications & Outreach Manager to lead and elevate the organization's communications, branding, and storytelling efforts. This role is responsible for developing and executing communications strategy, managing digital platforms, supporting fundraising and donor engagement initiatives, and overseeing content creation across programs and events. The Manager will proactively contribute to KCS's development by strengthening organizational visibility, expanding donor relationships, and collaborating cross-functionally across departments under tight deadlines.

Essential Duties and Responsibilities

The essential functions include, but are not limited to the following:

1. Strategic Communications & Brand Leadership

- **Strategy Development:** Lead the development and implementation of a comprehensive communications strategy aligned with KCS's mission to increase visibility, engagement, and community impact.
- **Brand Management:** Establish and maintain a consistent brand voice, messaging, and visual identity across all organizational channels and programs.
- **Integrated Planning:** Lead communications planning for major initiatives, including donor campaigns, public programs, and advocacy efforts to ensure cohesive messaging.



- **Media Relations:** Build and maintain strategic relationships with English and Korean-language media; lead proactive outreach, pitch stories, distribute press releases, and coordinate media coverage.

2. Digital Media & Content Management

- **Digital Presence:** Oversee and grow KCS's presence across social media platforms (Instagram, Facebook, YouTube, etc.) and the official website, ensuring content is timely and relevant.
- **Performance Analytics:** Analyze digital performance metrics and optimize content strategies based on data-driven insights to increase reach and followers.
- **Publication Management:** Plan and manage the production of weekly, biweekly, and monthly newsletters, ensuring consistency in branding and messaging.

3. Fundraising Support & Donor Stewardship

- **Fundraising Strategy & Tracking:** Develop and execute a comprehensive fundraising strategy encompassing the identification, solicitation, and stewardship of current and prospective corporate, foundation, and individual donors. Prioritize securing mainstream U.S. government grants, as well as foundation and corporate contributions.
- **Performance Monitoring:** Support Monitor fundraising performance and donor engagement; ensure timely follow-up on all pending commitments and contributions with relevant stakeholders.
- **Stewardship Communications:** Create and edit high-level donor-facing materials, including solicitation letters, acknowledgments, impact reports, and campaign updates to strengthen donor engagement.
- **Donor Database & Reporting:** Maintain accurate donor and prospect records in the database. Track donations, prepare acknowledgment letters, and generate reports to support strategic fundraising and stewardship efforts.
- **Event Coordination:** Plan and facilitate donor cultivation and fundraising events, engaging volunteers strategically to maximize community involvement and donor impact.

4. Community Outreach & Engagement

- Develop and implement KCS's outreach strategy and participate in and support advocacy events relevant to all departments.
- **Relationship Cultivation:** Proactively seek and cultivate relationships with existing and potential donors, organizations, government agencies, and officials to identify and secure funding opportunities.
- **Travel:** Be available to travel throughout the five boroughs and beyond for donor meetings, events, and community engagements as required.



- **Community Representation:** Actively represent KCS at key events, meetings, and conferences to raise awareness, partner with target populations, and garner support for our mission.
- **Targeted Outreach:** Identify target populations and underserved communities, tailoring outreach approaches accordingly.
- **Strategy Optimization:** Monitor outreach activities and adjust strategies based on community needs and program performance.

5. Advocacy

- Develop and implement KCS's advocacy strategy and participate in and support advocacy events relevant to all departments.
- **Stakeholder Outreach:** Coordinate outreach to government officials, agencies, and strategic partners to build long-term relationships and strengthen KCS's visibility.
- **Policy Alignment:** Support the organization's advocacy efforts by aligning fundraising with policy goals and program priorities.
- **Research & Materials:** Conduct research on legislation, policy developments, and funding trends; draft impact-focused advocacy materials.
- **Representative Duties:** Participate in advocacy-related community events, meetings, and conferences.

6. Cross-Departmental Support

- **Inter-departmental Coordination:** Facilitate cross-departmental coordination by gathering content from program teams and supporting them in developing outreach and communication materials. Ensure all communication and branding is consistent across all programs and social media platforms.
- **Program Planning:** Participate in staff meetings, case conferences, and program planning to align outreach efforts with overall program goals.
- **Leadership Feedback:** Provide feedback to leadership on community needs, emerging issues, and program gaps observed through outreach work.

7. Staff & Volunteer Supervision

- **Team Management:** Recruit, train, and supervise outreach staff, interns, and/or volunteers.
- **Operations:** Assign outreach territories, schedules, and goals to team members.
- **Coaching:** Provide ongoing coaching, support, and performance feedback to outreach staff.

Education and Experience Requirements

- **Education:** Bachelor's Degree in communications, marketing, business, finance, or a related field.



- **Experience:** +5 years of experience in communications, marketing, or the nonprofit sector.
- **Language:** Professional bilingual fluency in both Korean and English (**Required**).
- **Core Competencies:** Proven experience in content creation & storytelling, digital marketing & social media, and project/team coordination.

Minimum Qualifications (Knowledge, Skills, and Abilities)

Knowledge

- Cultural Sensitivity: Understanding of cultural differences and ability to work effectively with individuals from diverse backgrounds.
- Commitment: Passion for KCS's mission and values, with a commitment to diversity, equity, inclusion, and accessibility.
- Strategic thinking + execution ability
- Strong project management skills
- Excellent written and verbal communication
- Ability to manage multiple priorities under tight deadlines
- Collaborative and proactive mindset
- Passion for community impact and nonprofit mission

Abilities

- Ability to communicate effectively, verbally and in writing, in the language(s) necessary to perform the essential functions of the position (e.g., English, Korean, or both), including the ability to hear, speak, and be understood in the work environment.
- Adapt to a fast-paced environment and constant changing circumstances.

Skills

- Strong interpersonal skills, with the ability to cultivate and nurture relationships with diverse stakeholders.
- Proficiency in Adobe Creative Suite (Photoshop, Illustrator, InDesign) preferred but not required.
- Social media platforms (Instagram, Facebook, YouTube, etc.)
- Website management

Physical Demands and Work Environment

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this position. Reasonable accommodations may be made to enable individuals with disabilities to perform the functions.

- Must be able to stand and walk a considerable amount of time, almost the entire workday.



- Have hand dexterity to use the computer, office equipment, books, and assist students with activities.
- Must be able to stand and walk a considerable amount of time, almost the entire workday.
- Have hand dexterity to use the computer, office equipment, books, and assist clients.
- The position also requires occasional travel for outreach activities and participation in events, including physical tasks such as setting up materials.
- Prolonged sitting: 90%+ of daily work time
- Ability to commute and attend events as scheduled
- Must be able to stand 50% of the time at events
- Ability to squat & bend as needed
- Ability to reach overhead on occasion
- Ability to lift up to 15 lbs as needed
- Frequent use of office equipment, computer, phone throughout day
- Ability to type and have dexterity in your hands and fingers
- Oral and written communication necessary for role functions

Note

Your labor allocation and project assignments may include responsibilities related to various program areas and projects, including but not limited to HQ Other.

Employment remains strictly at-will. Project assignments, labor allocation, compensation, title, hours, and duties may be modified based on organizational, operational, or funding needs in accordance with applicable law.

This job description in no way states or implies that these are the only duties to be performed by the employee(s) of this position. Employees will be required to follow any other job-related instructions and to perform any other job-related duties requested by any person authorized to give instructions or assignments. All duties and responsibilities are essential functions and requirements and are subject to possible modification to reasonably accommodate individuals with disabilities.

Compensation:

\$75,000 Annually

Competitive benefits package includes: paid time off, sick days, health insurance, retirement etc.

Working Schedule:

40 hours per week with occasional evenings and weekends as needed.



To apply, please also contact jahn@kcsny.org