



MidTown Cleveland, Inc.
Job Description
AsiaTown Project Associate

Position Overview: MidTown Cleveland, Inc. is seeking a dynamic and self-motivated individual to join our team as a full-time project associate for the AsiaTown team. In partnership with AsiaTown community members and Director of AsiaTown Initiatives, the AsiaTown Project Associate will assist in implementing a wide variety of programs to strengthen the AsiaTown neighborhood, including outreach to support businesses and residents and placemaking and marketing initiatives to build a stronger community. The ideal candidate has an interest in serving the unique needs of a working-class immigrant community and is passionate about creating spaces of belonging that reflect community power. The ideal candidate shows patience, problem solving skills, and care for the community.

AsiaTown Initiatives. Cleveland's AsiaTown draws thousands of visitors regionally as a cultural hub for the Asian and Asian American Pacific Islander (AAPI) community and represents one of the most racially diverse residential neighborhoods in the City of Cleveland. In 2020, the AsiaTown team completed a strategic vision for the neighborhood, which culminated in the theme, "We're growing home," signifying the collective spirit of the community building a safer home together, promoting AsiaTown as a welcoming place for immigrants and new Americans, a place where Asian culture can be upheld and celebrated. Through public art, main street development, neighborhood marketing, small business support, and resident-organized projects, the AsiaTown team aims to support AsiaTown's growth as a welcoming neighborhood that can be a cultural beacon for Asian and AAPI communities in the region. See more information at www.asiatowncleveland.org.

Job responsibilities. The candidate must have the skills and experience to perform the following duties.

- Direct language-appropriate outreach to small businesses in AsiaTown with a strong focus on immigrant-owned businesses and inclusive of Black-owned and woman-owned businesses. Provide technical assistance and coaching for businesses to connect to resources, e.g. Storefront Renovation Program, Working Capital Loans.
- Lead and implement communications and resource-sharing with residents and community members, using both digital and physical communication methods.
- Support the implementation of the [Imagine AsiaTown strategic vision](#), focused on growing AsiaTown as a welcoming space of belonging and cultural hub for Asians and AAPIs in the region.
- Coordinate with the AsiaTown Community Organizer and plan events that engage the community, including celebrations for the Mid-Autumn Festival and Lunar New Year, and support resident-led community events and initiatives.
- Coordinate with the Director of AsiaTown Initiatives on a variety of community and economic development projects, including public art, streetscape amenities, and development projects, bringing resident voices and engagement to the process.
- Provide interpretation and translation as necessary in meetings and of documents.

- As appropriate, connect AsiaTown businesses, stakeholders, and residents to MidTown Cleveland staff and other community resources to help them grow and thrive.
- Perform other duties as assigned.

PRIMARILY INTERFACES WITH: MidTown Cleveland, Inc. staff, AsiaTown residents, business owners, other community members, and public officials. Reports to MidTown’s Director of AsiaTown Initiatives.

QUALIFICATIONS

Education and Experience

- Undergraduate degree in a relevant field (e.g., social work, urban planning, communications, anthropology, sociology) or minimum two years of relevant professional work experience
- Verbal fluency in English and either Cantonese or Mandarin required; ability to read Chinese and provide written translation a plus
- Experience and familiarity working with and communicating effectively with people from diverse racial, ethnic, and socioeconomic backgrounds, including Asian and AAPI populations
- Fluency in social media platforms, including WeChat, Instagram, and Twitter
- Community organizing or engagement experience a plus
- Knowledge of MS Office and Adobe suite
- Graphic design experience a plus

Personal Characteristics

- Strong written, oral, and interpersonal communication skills
- Self-starter, resourceful, learner, networker and accountable for results
- Excellent time management and ability to manage and execute multiple projects across multiple disciplines
- Detail-oriented
- Patience to work through roadblocks and achieve results
- Creative approaches toward problem solving, community engagement and communications
- Works independently and in a team environment

COMPENSATION AND BENEFITS: MidTown offers competitive compensation and benefits, including a professional development stipend, retirement options, medical benefits, and paid time off. MidTown is an equal opportunity employer.

Applications will be reviewed starting immediately until an appropriate candidate is identified. Resume and cover letter stating salary requirements should be emailed to kstewart@midtowncleveland.org with the job position and last name in the subject line.

About MidTown. MidTown Cleveland, Inc. (MTC) is a dynamic and high performing 501(c)(3) economic and community development corporation whose mission is to leverage the diverse assets in the area to develop a dynamic neighborhood that unites the city’s downtown and innovation districts. MTC has seen remarkable growth and transformation over the past several years as more businesses, nonprofits, residents, and institutions move to the neighborhood, stimulating development and helping change the area from a pass-through to a place. MTC aspires to create a model equitable neighborhood, with strategies to ensure that all people benefit from and shape our neighborhood’s growth and change, particularly historically marginalized people of color. More information on MTC is available at www.midtowncleveland.org.