Overview
Japan-America Society of Washington DC (JASWDC) is uniquely situated to pursue its mission of promoting friendship and understanding between Americans and Japanese in the Nation’s Capital. Drawing on the unique resources of the National Capital Region, JASWDC offers diverse programming that spans the educational, cultural, business, and policy spheres. JASWDC produces over 80 programs each year and has the oldest Japanese language school and Japanese cultural classes in Washington, D.C. For over 60 years, JASWDC has been the organizer and presenter of Sakura Matsuri – the largest Japanese street festival in the United States. JASWDC is also home of the National Japan Bowl Japanese language & culture competition, as well as Washington, D.C.’s annual U.S.-Japan Capital Gala.

JASWDC seeks a Communications Manager to coordinate and produce the public communications that promote the Society’s work, while celebrating and advancing the Japan-related activities of our partners in the community and around the nation. The Communications Manager will serve as in-house communications support for the Society’s various program teams, while producing the Society’s bi-weekly newsletter and annual report, while managing various social media platforms, website and other public communications.

Specific Roles & Responsibilities include, but are not limited to:

**General Program Management and Support**
Work as part of the JASWDC team to support and staff Society and community partnership programs and events.
- Perform principal planning and management role for occasional ad hoc events and community partnership activities.
- Assist in day-of management of programs and events in the National Capital Region, and, on occasion, in Japan.
- Work with Office Manager and rest of team to maintain attractive, professional, and mission-appropriate office environment, and provide prompt customer service by greeting office visitors, answering the telephone, monitoring shared email accounts, etc.

**Communications**
Manage the Society’s various communications efforts and platforms.
- Serve as in-house communications support for the Society’s program teams (i.e. Sakura Matsuri, National Japan Bowl, Japanese Language School, US-Japan Capital Gala, regular networking events, etc.).
  - Meet regularly with program managers to understand programmatic needs and craft communications strategy based upon those needs.
o Design program- and purpose-specific collateral such as website banners, home page scrolling banner, fliers, print materials, promotional decks, business cards, video materials, etc.

o Draft and distribute press releases.

o Manage day-of communications tasks for program efforts such as hiring and overseeing photographers and videographers, managing media access, managing AV teams, real-time troubleshooting of participant engagement platforms such as Guidebook and Givesmart.

- Produce bi-weekly newsletter to advance programmatic goals and advertise Japan-related activities within, and otherwise of interest to the Society’s community. Actively research and seek information on Japan-related events of interest to our community in order to ensure that the Society is the most up-to-date source of Japan activity in the National Capital Region.

- Craft and manage strategy for growing corporate membership, individual membership, social media and newsletter readership, and event attendances. Use digital marketing tools such as Feathr to target campaigns and monitor effectiveness of outreach efforts.

- Draft and distribute annual holiday card and other similar stakeholder and community engagement products.

- Actively monitor social media (Instagram, Facebook, YouTube, X/Twitter) to maintain an active presence and encourage audience engagement.

- Manage society websites (jaswdc.org; sakuramatsuri.org; japanbowl.org)
  o Regularly update websites by promoting upcoming events and adjusting outdated information.
  o Update website plugins and monitor site health.
  o Work with consultants to troubleshoot urgent and higher-level website problems.

- Create program-specific registration and engagement platforms using Wild Apricot, Givesmart, and occasionally other interface platforms.

- Assist Director of Programs with Board of Trustees maintenance such as new member onboarding, records updates, and Board meeting materials.

- Manage and create new program-specific and general Society merchandise, and manage web-based merchandise sales.

- Recruit community volunteers and maintain list of volunteers and their skills, interest, and availability.

- Oversee development of the JASWDC brand, and use branding efforts to clarify the Society’s unique role, purpose, and identity.

**Candidate Qualifications**

The successful candidate will have:

- Strong written and oral communications skills with outstanding attention to detail

- Demonstrated experience managing professional social media strategy across various platforms, including content creation and analytics

- Proficiency in using Microsoft Office applications

- Knowledge of graphic design techniques and programs such Adobe Illustrator/ Premier Pro, and Canva

- Knowledge of web design principles, content management, and experience with WordPress

- Knowledge of digital marketing and communications platforms such as Feathr and Constant Contact

- Ability to adapt to and master new digital platforms
• Demonstrated experience engaging with customers/stakeholders and providing strong customer service
• Exemplary organizational abilities including planning, delegating, program development, and task facilitation
• Ability to work independently and take initiative with limited instruction and oversight
• Willingness to work outside of the constraints of a standard work week, as required, including weekends and before or after scheduled hours
• Minimum of two years of experience in public relations, news media communications or other relevant experience.
• Demonstrated knowledge of Japanese language and culture

Benefits
• Flexible work hours and option of regular telework
• Ten days paid leave, plus one week of office closure during winter holidays
• Health & dental insurance
• Retirement plan
• Friendly and welcoming work environment

Application Instructions
Interested candidates should send a resume and cover letter to info@jaswdc.org, with “Communications Manager” in the subject line. Please provide the names and contact details of three references either in your resume or on a separate sheet. Deadline for submitting applications is close of business on Monday, August 28th 2023.