



THE JAPAN-AMERICA SOCIETY OF WASHINGTON DC

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| Position: | Communications Manager |
| Reporting to: | JASWDC President |
| Regular Hours: | 9AM-5:30PM M-F, Option of 2-3 days telework |
| Terms: | Permanent, Full-time |
| Place of Work: | JASWDC Office (Washington, D.C.) |
| Starting Salary: | Salary will be determined based on qualifications and experience |

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 the Society's over 60-year history, 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 60 years, JASWDC has been the organizer and presenter of Sakura Matsuri – the largest Japanese cultural event 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 according to JASWDC's strategic messaging goals, while celebrating and promoting 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, and managing various social media platforms, website and other public communications.

Specific Role & 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 in and out of the JASWDC office facilities.

- Occasionally step into the principal planning and management role for ad-hoc or occasional Society and community partnership activities.
- Assist in day-of management of JASWDC programs in the National Capitol Region.
- Work with Office Manager and rest of team to maintain attractive, professional, and mission-consistent office environment, and provide prompt customer service by answering the door and telephone, monitoring shared email accounts, etc.

Communications

Advance JASWDC's strategic communications goals through management of 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.
 - Design (or outsource the design of) program- and purpose-specific collateral such as website banners, home page scrolling banner, fliers, print materials, promotional decks, business cards, video materials, etc.

- Draft and distribute press releases.
- Manage day-of communications tasks for program efforts such as hiring and overseeing photographers and videography, managing media access, managing AV teams, real-time troubleshooting of participant engagement platforms such as Guidebook and Givesmart.
- Produce bi-weekly newsletter to advance strategic and 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 Capitol Region.
- Craft and manage strategy for growing individual membership, social media and newsletter readership, and event attendance. Use digital marketing tools such as Feathr to target campaigns and monitor effectiveness of efforts.
- Track and maintain visibility metrics (website views, social media impressions, newsletter open rate, etc.) for purposes of reporting to Society leadership and stakeholders.
- Draft and distribute annual holiday card and other similar stakeholder engagement efforts.
- Actively monitor social media (Instagram, Facebook, Youtube, X) in order to maintain active presence and audience engagement.
- Oversee management of society websites (jaswdc.org; sakuramatsuri.org; japanbowl.org) in collaboration with program managers and, where necessary, outside contractors.
 - Regularly update websites by promoting upcoming events and adjusting outdated information.
 - Update website plugins and monitor site health.
 - 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 President with Board of Trustees maintenance such as new member onboarding, records updates, and Board meeting materials.
- Manage and create new general Society and program-specific 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 our branding efforts to clarify our unique role, purpose, and identity.

Candidate Qualifications

The successful candidate will have:

- Excellent 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
- Knowledge of graphic design techniques and programs such Adobe Illustrator and Premier Pro, and Canva
- Knowledge of web design principles, Search Engine Optimization, and experience with WordPress content management
- Knowledge of digital marketing and communications platforms such as Feathr and Constant Contact
- Demonstrated experience engaging with customers/stakeholders and providing exemplary customer service
- Excellent organizational abilities including planning, delegating, program development, and task facilitation
- Ability to work independently and take initiatives 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

- At least two years of career experience
- Demonstrated knowledge of Japanese language and culture (preferred)

Benefits

- Flexible work hours and option of regular telework
- Two weeks 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. Position open until filled.