



THE JAPAN-AMERICA SOCIETY OF WASHINGTON DC

Position:	Associate Director of Communications
Reporting to:	JASWDC President
Terms:	Permanent, Full-time
Place of Work:	JASWDC Office (Washington, D.C.)
Starting Salary:	\$40-45,000

Overview

Japan-America Society of Washington DC (JASWDC) is uniquely situated to pursue its mission of promoting friendship and understanding between Americans and Japanese. Drawing on the unique resources of the nation's capital and our long 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 one-day 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 Public Affairs Dinner. JASWDC seeks a dynamic associate director of communications who can lead the Society in establishing and executing a comprehensive strategy for celebrating its unique role, promoting its events and offerings, engaging its stakeholders, and expanding its audience.

Role & Responsibilities

Communications

The primary focus of the Associate Director will be to design and oversee a communications strategy for the Society with a goal of increasing the Society's reach and engagement. The ideal candidate for this position has a background in outreach and communications, with emphasis on storytelling and promotion through traditional and digital media. Specific duties include:

- Design and advance outreach strategy for traditional and digital media
- Manage program specific outreach/social media strategies (i.e. Sakura Matsuri, Japan Bowl, Annual Dinner)
- Manage JASWDC's digital communications, including
 - Weekly newsletter
 - Website (WordPress)
 - Social media such as Twitter, Facebook, Instagram
- Oversee development of the JASWDC brand, and use our branding efforts to clarify our unique role, purpose, and identity
- Work with JASWDC staff to maximize effectiveness and reach of communications to members and the general public about JASWDC programs
- Create and design on-brand collateral (social media graphics, pamphlets, fliers, posters, etc.)
- Serve as in-house editor for public-facing communications materials (press releases, publications, official documents, etc.)
- Assist president with communications with Board of Directors, Corporate Members, and other key stakeholders

Membership

Related to the primary duty of managing the Society's communications, the Associate Director of Communications will be responsible for managing the Society's Individual and Corporate Membership programs. Specific duties include:

- Maintain JASWDC individual membership database
- Create and send out regular correspondence to Individual and Corporate Members (renewal notices, thank you letters)
- Work directly with the President to plan, develop and implement strategies to expand corporate and individual membership
- Identify and act on opportunities for JASWDC to be responsive to corporate and individual member needs, consistent with JASWDC overall mission

Board of Trustees

The Associate Director of Communications will serve as assistant to the president in all matters related to maintenance and management of affairs related to the Board of Trustees

- Support the president with management of and preparation for meetings of the Board of Trustees and its subcommittees
- Serve as assistant to the Secretary of the Board of Trustees in attending board meetings and taking and distributing board meeting minutes
- Under direction from the president, prepare communications with the Board of Trustees such as notices of events and dates and official ballots

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
- Knowledge of basic graphic design techniques and programs (Adobe Creative Suite and/or Canva)
- Knowledge of basic web design principles and experience with WordPress content management
- Demonstrated experience engaging with customers/stakeholders and providing exemplary customer service
- Exemplary 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
- Demonstrated knowledge of Japanese language and culture (preferred)

Benefits

- Flexible work hours and telework
- Two weeks paid leave, plus one week of office closure during winter holidays
- Health & Dental insurance
- Retirement plan

Application Instructions

Interested candidates should send a resume and cover letter to info@jaswdc.org, with "Associate Director of Communications" 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 September 6th 2019.