



## Head of Marketing & Communications

Japan Society is looking for a dynamic leader who can strategize, lead, and execute marketing, advertising, media and public relations, external communications, and brand-building for the organization. Reporting directly to the President & CEO, the Head of Marketing & Communications will be a gifted storyteller with a strategic mindset, successfully leading cross-functional teams, developing processes, and driving audience and business growth in accordance with the Society's goals.

**ESSENTIAL DUTIES AND RESPONSIBILITIES** include the following. Other duties may be assigned.

- Define and execute Japan Society's marketing strategy across PR, advertising, print and digital content, website, video, social media, and events in the New York, national, and global spheres.
- Utilize a deep understanding of the digital and traditional media landscape in Japan to create a strategy for establishing and enhancing Japan Society's footprint in the Japanese market.
- Evaluate and report on the effectiveness of marketing and communications strategies on an ongoing basis. Track and share analytics and lessons learned to all relevant stakeholders.
- Oversee all external communications and promote clear internal communications on all marketing and messaging for Japan Society's programs, campaigns, and strategic partnerships.
- In coordination with the Chief Program Officer, proactively craft a compelling narrative around public programming to reach new and diverse audiences.
- Lead, manage, and develop the Marketing & Communications team to leverage and grow our reach and impact across platforms.
- Oversee and create standards for marketing, branding, social media, and graphic design in conjunction with team.
- Work with Executive Office on promotion and communication around special projects and initiatives.
- Prepare, manage, and maintain the departmental budget. Incorporate budgetary considerations into strategic planning process for marketing activities and track ROI on marketing investment.

### QUALIFICATIONS:

- Bachelor's degree in related field or equivalent work experience.
- Demonstrated interest in Japanese culture and familiarity with marketing landscape in Japan
- 10-15+ years' experience in marketing, including content and email marketing, digital and social media, SEO and SEM, and market and visitor research – ideally for a cultural institution, policy think tank or academic institution.
- Demonstrated success in storytelling and developing messaging for different audiences, including press, donors, and the general public.
- Experience managing website maintenance and development, graphic design, and print production processes.
- Proven track record of driving projects from conception to completion.
- Exceptional organizational skills with deep attention to detail and ability to prioritize while juggling multiple projects in a fast-paced environment.
- Expert written and verbal communication skills, with the ability to write and speak in a variety of styles and to different audiences.
- Experience managing a marketing and communications team.
- Excellent interpersonal skills and ability to work across teams and functions.
- Experience with Blackbaud platforms, email marketing software, and ticketing systems.
- Proficient Japanese language skills are strongly preferred

### TO APPLY:

Email your resume and cover letter to the Chief Operating Officer, at [jobs@japansociety.org](mailto:jobs@japansociety.org).