



## Marketing & Communications Executive

Japan Society has connected Japanese arts, culture, business, and society with audiences in New York and around the world for more than 100 years. Its well-established cultural programs and events range from renowned film series to celebrated performers and speakers who grace its landmark venue, designed by architect Junzo Yoshimura. Now, with the leadership of President & CEO Joshua Walker and the board of directors, Japan Society is building from that foundation, expanding audiences and partnerships to advance its mission to forge stronger ties between Japan and the U.S. Key to that expansion is a dynamic Marketing and Communications executive.

Japan Society is looking for a leader who can strategize, lead, and execute its marketing, advertising, media and public relations initiatives. Reporting directly to the President & CEO, the Marketing & Communications Executive will successfully lead the development of the organization's brand and marketing strategy, lead cross-functional teams, develop efficient processes, and drive audience and business growth in accordance with the Society's goals.

**ESSENTIAL DUTIES AND RESPONSIBILITIES** include the following:

- Define and execute Japan Society's marketing and brand strategy across PR, advertising, print and digital content, and events in the New York, national, and global spheres.
- Oversee external communications and promote clear internal communications on all marketing and messaging for Japan Society's programs, campaigns, and strategic partnerships.
- Evaluate and report on the effectiveness of marketing and communications strategies and expenditures, including analytics and lessons learned, to all relevant stakeholders.
- Leverage the power of storytelling to expand audience engagement.
- In coordination with the Chief Program Officer, proactively craft a compelling narrative around public programming to reach new and diverse audiences.
- Develop and lead an experienced Marketing & Communications team.
- Work with Executive Office on promotion and communication around special projects and initiatives.
- Prepare, manage, and maintain the departmental budget, including through the strategic planning process.

**QUALIFICATIONS:**

- Bachelor's degree in related field or equivalent work experience.
- 10-15+ years' experience in marketing/communications, ideally for a cultural institution, policy think tank or academic institution. Fields could include content and email marketing, digital and social media, SEO and SEM, and market and visitor research.
- Demonstrated ability to develop strategies around audience engagement and growth.
- Demonstrated success in storytelling and messaging for different audiences, including press, donors, and the general public.
- Proven track record of driving projects from conception to completion.
- Exceptional organizational skills and ability to direct multiple projects in a fast-paced environment.
- Excellent leadership and interpersonal skills and ability to work across teams and functions.
- Expert written and verbal communication skills, with the ability to communicate with different audiences.
- Demonstrated interest in Japanese culture.
- Experience with Blackbaud platforms, email marketing software, and ticketing systems preferred.
- Japanese language skills are preferred.

**TO APPLY:**

Candidates are invited to email a resume and cover letter to the Chief Operating Officer at [jobs@japansociety.org](mailto:jobs@japansociety.org).