



DIGITAL MARKETING ASSOCIATE

ABOUT JAPAN SOCIETY

Japan Society is the premier organization connecting Japanese culture, business, and society with audiences in New York and around the world through innovative programs in arts and culture, public policy, business, sustainability, and education, online and on-site at our headquarters in a landmarked New York City building. Since 1907, our mission has been to promote mutual understanding and *kizuna* – forging deep connections – between the U.S. and Japan, by convening critical conversations, championing future creators, and serving as a trusted guide to the abundance of Japan. We are committed to strengthening connections within our community and building new bridges beyond.

DESCRIPTION:

The **Digital Marketing Associate** is responsible for overseeing, developing, and updating content on the Japan Society website, as well as design and production of print and digital materials for the organization. The ideal candidate should have a solid understanding of website and mobile optimization, SEO/SEM, analytics, and brand cohesion. HTML and Adobe Creative Suite proficiency are a must.

As the Digital Marketing Associate, you must be an excellent project manager. The role requires flexibility in working across multiple projects concurrently, with an ability to shift priorities when needed.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Develop content and manage edits to Japan Society web properties, ensuring design and copy meet Japan Society's style guide and graphic standards
- Actively project manage site functionality updates and design overhauls as they arise
- Maintain a consistent Japan Society graphic identity by designing or directly overseeing all external-facing materials and relevant out-of-house projects
- Design and manage production of all Japan Society print materials, including a wide range of promotional items such as advertising, catalogues, reports, decks, brochures, posters, postcards, invitations, stationary, and more
- Design and produce digital assets to be utilized as content for videos, online programs, email campaigns, social media accounts, website, and online advertising
- Handle proofing of print projects to ensure color accuracy, quality control and deadline schedule, until completion/delivery
- Assist with other graphic design, website design, and production duties as needed

QUALIFICATIONS:

- 4-year degree in related field, or combination of relevant education and work experience
- 3+ years' work experience in related positions
- Proficiency in HTML, SEO/SEM, Adobe Creative Suite and Microsoft Office
- Working knowledge of CMS operations, ideally including experience with Contentful and/or WordPress
- Familiarity with principles of user experience design (UX), including usability, navigation, site architecture, information design and accessibility



- Demonstrated understanding of marketing, production, website design, brand identity, and multimedia design
- Experience with Blackbaud software, Google Analytics and MailChimp desired
- Experience managing external consultants and vendors
- Ability to prioritize workload and manage multiple projects and overlapping deadlines
- Team-oriented and collaborative
- Exceptional attention to detail
- Effective time management skills and the ability to meet deadlines
- Strong interest in Japanese culture a plus

To Apply: Email your resume and cover letter to the Chief Operating Officer, at jobs@japansociety.org.