



JAPAN HOUSE

LOS ANGELES

## POSITION DESCRIPTION

**Position: Digital Marketing Manager**

**Reports to: Executive Director**

**FLSA Status: Exempt**

**Supervises: N/A**

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### POSITION SUMMARY:

The Digital Marketing Manager will work under the supervision of the Executive Director and in constant collaboration with the Senior PR & Marketing Manager to realize the mission of JAPAN HOUSE Los Angeles ("JHLA"). The Digital Marketing Manager will plan, manage and oversee all aspects of the digital marketing activities to effectively spread JHLA's message by adapting and working alongside the internal team and external vendors.

### REPRESENTATIVE RESPONSIBILITIES:

- Strategically outline digital advertising plans
- Develop social media content and execute social media campaigns both organic and paid
- Lead digital marketing campaigns from the ideation stage through execution
- Collaborate with other department heads and staff to review plans and digital marketing strategies
- Monitor and evaluate online media campaigns using KPIs to keep them fresh and effective
- Maintain a consistent brand image across all platforms
- Manage website optimization through SEO management, data analysis, and Google Analytics
- Suggest budgets for digital marketing campaign and stay within them
- Review advertising media and negotiate contracts
- Negotiate rates with relevant publications
- Keep abreast of new opportunities in the world of digital marketing
- Provide support for KPI-related activities
- Develop various reports as needed

### KNOWLEDGE AND COMPETENCIES:

- Strong leadership and management skills
- Up-to-date on the latest trends and technologies in digital marketing
- Demonstrated knowledge and ability in large-scale project management, including strategic planning, business planning, financial and market analysis, contract negotiation, team facilitation, and creative problem-solving.
- Demonstrated ability to interact and communicate effectively with coworkers and external stakeholders both in Japan and the U.S.
- Proficient in SEO, SEM, CRM, and Google Analytics
- Japanese bilingual/bicultural capabilities preferred
- Ability to travel (domestically as needed).

## **EXPERIENCE, EDUCATION, CERTIFICATION:**

- Bachelor's degree in marketing or relevant field
- Minimum of 5+ years of experience as a digital marketing manager or related position
- Proficiency in Word, Excel, and PowerPoint

The above statements describe the general nature and level of work being performed by people assigned to this job. They are not intended to be an exhaustive list of all responsibilities, duties, and skills required by employees in this position. Employees are expected to be flexible and responsive to changes in the scope of their duties. Furthermore, they do not establish a contract for employment and are subject to change at the discretion of the company. All employees are expected to be familiar with and adhere to Pasona N A Inc.'s Handbook Policies and Procedures. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

### **Acknowledged and Received:**

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Printed Name

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Date

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Employee Signature