



JAPAN HOUSE

LOS ANGELES

POSITION DESCRIPTION

Position: Marketing Coordinator

Reports to: Executive Director & Sr. PR & Marketing Manager

FLSA Status: Exempt

Supervises: N/A

POSITION SUMMARY:

The Marketing Coordinator will work under the supervision of the Sr. PR & Marketing Manager and in constant collaboration with both U.S. and Japan-based colleagues to realize the mission of JAPAN HOUSE Los Angeles ("JHLA"). The Marketing Coordinator will help manage various aspects of the marketing and communications activities to effectively spread JHLA's message by adapting and working alongside the internal team and external vendors.

REPRESENTATIVE RESPONSIBILITIES:

- Oversee social media activities from community engagement, content creation, influencer research, etc.
- Drive online engagement via new digital tools and platform optimization
- Manage YouTube channel by organizing the front and backend content
- Maintain a healthy website via website page development, ADA-related work, SEO optimization, etc.
- Track and evaluate digital activities by reviewing CRM data, Google Analytics, post-advertising reports, etc.
- Propose promotional campaigns to increase both physical and online fans/supporters
- Support webinars and programs including JAPAN HOUSE booth tables at events (online, on-site, off-site)
- Update and maintain content and promotion calendar
- Assist in presentation and report development
- Keep abreast of new opportunities in the marketing world, research trends
- Collaborate with other departments
- Act as a liaison between various stakeholders
- Help with other tasks as requested

KNOWLEDGE AND COMPETENCIES:

- Project management skills
- Photoshop / design editing experience preferred
- Comfortable in copy-writing and editing
- Up-to-date on the latest trends and technologies in the marketing field
- Ability in strategic planning, contract negotiation, team facilitation, and creative problem-solving
- Demonstrated ability to interact and communicate effectively
- Experience in SEO, SEM, CRM, and Google Analytics a plus
- Possess multi-tasking skills (must be detail-oriented)
- Japanese bilingual/bicultural capabilities preferred
- Ability to travel (domestically as needed)

EXPERIENCE, EDUCATION, CERTIFICATION:

- Bachelor's degree in marketing or relevant field
- Minimum of 3+ years of experience in the marketing or communications field
- 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:

Printed Name

Date

Employee Signature