



JAPAN AMERICA SOCIETY

OF GREATER PHILADELPHIA

2019 Marketing Assistant Position Profile

Overview

The Marketing Assistant is a seasonal position (May-October) at the Japan America Society of Greater Philadelphia. The position pays \$12/hour and is eligible for up to 37.5 hours/week. The Marketing Assistant will provide support for the Marketing Manager with a particular focus on social media (Facebook, Twitter, Instagram, and LinkedIn).

The Marketing Assistant will provide administrative and event support for special events held at Shofuso, a traditional Japanese House and Garden located in West Fairmount Park as well as other venues. Experience in photography and/or videography is a plus.

The successful candidate must have strong organization and communication skills. They should have a demonstrated record of reliability, critical thinking, and the ability to engage with clients, guests, staff, and vendors. Shofuso is an historic site, so museum experience is a plus. Knowledge of Japan, Asian studies, museum studies, education, and/or the hospitality industry is a plus.

Key Responsibilities

The Marketing Assistant is responsible for:

- Assisting the Marketing Manager with JASGP and Shofuso social media accounts
 - Facebook, Twitter, Instagram, and LinkedIn
- Creating Instagram stories
- Answering inquiries via phone, email, and direct messaging
- Editing photos and graphics for web and print
- Documenting events with still and video cameras
- Using Hootsuite, Mailchimp, SurveyMonkey and other web-based platforms to manage communications
- Working with the Marketing Manager to ensure programs are listed on the website and appropriate promotional calendars.
- Using Basecamp project management software.
- Answering phone and email inquiries regarding programs and events.
- Setting up facility resources as needed.
- Other duties as assigned.

Reporting Relationships

This position reports to the Marketing Manager

Desired Competencies

Oral communications – Has an interest in working with the public and strives to present the best possible attitude when relaying information about the organization.

Detail-oriented – Can follow directions and adhere to branding guidelines.

Interpersonal skills – Demonstrates hospitality practice in all interactions.

Multi-Tasking – Is able to prioritize and manage multiple projects concurrently

Reliable – Is available weekends, evenings, and other times as scheduled. Punctual.

Written communications – Can communicate effectively by email & with guests.

Cultural Sensitivity – Awareness of and sensitivity to Japanese and Japanese American issues

Creativity – Plays an active role in problem solving, including suggesting ways of improving messaging and promotion.

Qualifications

- Education or experience in marketing, museum education, museum studies, Japanese/East Asian studies, or related field.
- Experience with social media.
- Experience with Wordpress.
- Familiarity with Adobe Suite is a plus.
- Experience with photography/videography is a plus.
- Interest and experience with Asian studies, museum studies, recreational studies, education or the hospitality industry is a plus.
- Must be able to lift and move program materials or equipment that weigh up to 40 lbs.
- Ability and means to travel on a flexible schedule as needed, proof of liability and property damage insurance on vehicle used and possess a valid PA Driver's License is required.
- Must pass a civil service clearance check*
- Must be a resident of the City of Philadelphia*

To apply:

Send resume and cover letter as a single PDF attachment to:

Katherine DiPierro, Marketing Manager

Japan America Society of Greater Philadelphia

kdipierro@japanphilly.org

No phone calls, please.

Deadline: March, 15, 2019