

## **Public Relations & Communications Coordinator**

*During the Winter-Spring Semesters this position is focused on communications for the Japan Bowl and Sakura Matsuri – Japanese Street Festival. Applicants must be available from the beginning of January until one week after the Sakura Matsuri and Japan Bowl events are finished.*

**Function** Assist the Associate Director of Communications to manage and maintain the JASWDC website and social media platforms, publicize Society events and programs, draft press releases and event programs, and design collateral for language & culture classes, and other major programs.

### **Responsibilities (including but not limited to)**

- Generate content for Instagram, Facebook, Twitter, and YouTube.
- Work with the Communications Director to manage video content creation and editing when needed.
- Research breaking news and monitor publications by Board of Trustees and Corporate members.
- Assist in the designing of event posters, programs, website, and other promotional materials.
- Draft press releases and create press kits covering all aspects of the Festival & Japan Bowl to appeal to both American and Japanese media. Reviewed and approved by President, and Associate Director of Communications.
- Develop list of news outlets, community organizations, newsletters, websites, blogs, visitors' associations, schools, etc., that can be information outlets to promote programs.
- Develop and deliver press kits and follow up with phone calls to ensure media coverage and listing in events calendars.
- Find photographers and videographers (volunteer or hired) to take photos at the Festival and Japan Bowl. With Communications Director, develop priorities and provide direction to photographers about what kind of pictures are needed.
- Host press at Festival & Japan Bowl providing schedule, information, space.
- Track/clip coverage. Develop media press list for future information.

### **Requirements**

Applicants must have Public Relations experience or university-level class equivalent. Please submit transcripts with your cover letter and resume.