



TOMODACHI Initiative Career Opportunity

External Communications Specialist

Full Time (Tokyo-based)

OVERVIEW OF ROLE

Working under the direction of the Executive Director of the TOMODACHI Initiative in Japan, the External Communications Specialist will assist in developing and implementing a comprehensive strategic marketing strategy, and will play a critical role in creating a strategic social media plan that promotes the brand and impact of the TOMODACHI Initiative among a diverse audience, including senior corporate executives, government leaders, recipients of support, other donors and the press. The External Communications Specialist will interact closely with donors and corporate executives to market programs, while working closely with teams from the U.S.-Japan Council in the United States and Japan, and the U.S. Embassy in Tokyo in the implementation of this mission. This position is offered for a one-year contract, with an option for renewal each year.

RESPONSIBILITIES

- Assist in developing and implementing a comprehensive marketing strategy in collaboration with the Executive Director of the TOMODACHI Initiative and TOMODACHI team.
- Create and execute a strategic social media plan that aligns with the marketing strategy.
- Work directly and collaboratively with donors/corporate executives to develop new public relations and marketing opportunities for programs.
- Develop new donor relationships through sponsorships opportunities.
- Review of Japanese articles and marketing copy for distribution to Japanese donors and stakeholders.
- Provide high-quality writing in both Japanese and English, to include press releases, website copy, Facebook and Twitter updates.
- Ensure coordination and integration of marketing and communications between TOMODACHI partners, including the U.S. Embassy in Tokyo, the Government of Japan and the U.S.-Japan Council
- Manage relationships with partner organizations, including communication advisors, PR firms, and consulting/advertising/design firms, as appropriate.
- Manage the branding strategy and use of the TOMODACHI logo, including the development and use of TOMODACHI merchandise.
- Other duties as may be assigned.

DESIRED SKILLS

- Strategic thinker with strong communications & marketing experience, problem-solving and analytical skills.
- Excellent interpersonal, written and oral communication skills in both English and Japanese.
- Self-motivation and ability to excel in a fast-paced and unstructured environment.
- Exceptional organizational and project management skills, including the ability to work under tight deadlines and manage multiple priorities.
- Demonstrated ability to work independently and on a team.

BACKGROUND AND TRAINING

- Native Japanese speaker with a minimum of 5+ years' experience in marketing and/or communications

TO APPLY

If qualified and interested, please send your CV and cover letter to opportunities@usjapancouncil.org, specifying "TOMODACHI External Communications Specialist" in the subject line of the email. Review of applications is ongoing. Looking to fill the position as soon as possible.

The U.S.-Japan Council is an EEO/AA employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, gender, national origin, sexual orientation, age, disability, protected veteran status, or any other characteristic protected by law.