



PUBLIC RELATIONS & COMMUNICATIONS MANAGER

The Public Relations & Communications Manager works closely with executive, marketing, and programming staff, in addition to outsourced publicists and agencies, in shaping the organization's brand identity, media visibility and reputation. A creative thought leader, this person will develop strategic plans to generate press coverage for the Society, while fostering strong relations with media contacts in the industry.

The ideal candidate should have a proven track record of generating positive, quality press, and will come with a strong base of media contacts within the arts, culture, film and business industries. Vision, flexibility, organization, and team collaboration are essential.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Collaborate with internal stakeholders to regularly identify and prioritize the most newsworthy institutional, programs and special events;
- Develop public relations campaigns for society-wide initiatives and events, drafting press releases, curating media contacts, customizing outreach, and following up;
- Manage outsourced publicists, agencies and consultants, to ensure that all PR campaigns are executed in a manner consistent with the organization's messaging and standards;
- Oversee press events and handle press check-ins at events, as needed;
- Directly review and approve all social media content before it's posted; work closely with marketing staff to ensure that all other content (print, email, website) and promotions are consistent with the organization's identity;
- Maintain organization's press tools, assets, media kits and clippings;
- Keep on top of shifting media trends and adapt strategies to maximize PR value;
- Generate press reports with coverage highlights and reputation assessment.

QUALIFICATIONS:

- Bachelor's Degree in Communications, Public Relations, Marketing or related field;
- 3-5+ years working experience within the arts, culture and/or nonprofit industries;
- Superior written, verbal and interpersonal communication skills;
- Working proficiency with public relations tools like Cision, Meltwater, BurrellesLuce, etc.;
- Solid understanding of social media and email marketing;
- Ability to prioritize workload and manage multiple projects and overlapping deadlines;
- Desire to work in a highly collaborative environment, with a passion for problem solving;
- Strong interest in Japanese culture a plus.

TO APPLY: Email your resume and letter of interest indicating your salary expectations to the Director of Human Resources at jobs@japansociety.org.



About Japan Society: Founded in 1907, **Japan Society** in New York City presents sophisticated, topical and accessible experiences of Japanese art and culture, and facilitates the exchange of ideas, knowledge and innovation between the U.S. and Japan. More than 200 events annually encompass world-class exhibitions, dynamic classical and cutting-edge contemporary performing arts, film premieres and retrospectives, workshops and demonstrations, tastings, family activities, language classes, and a range of high-profile talks and expert panels that present open, critical dialogue on issues of vital importance to the U.S., Japan and East Asia.

Japan Society is an Equal Opportunity Employer committed to a diverse workforce.

Visit our website at: www.japansociety.org