



Job Title: MARKETING COORDINATOR

Salary: DOE

Hours: Full Time, exempt

Start Date: March 2019 or as soon as position is filled

Organization: The East San Gabriel Valley Japanese Community Center (ESGVJCC) is a not for profit organization dedicated to foster and preserve the cultural heritage unique to Japanese American ancestry; and to serve the community through social services, artistic, recreational, and educational programs.

For over 68 years, the ESGVJCC has been bridging culture, family and community in the San Gabriel Valley, greater Los Angeles county, and Inland Empire. As one of ten Japanese American community centers in Southern California, the ESGVJCC offers Japanese classes in language, arts, and music with a focus on programming for youth and seniors. The ESGVJCC has a rich history that stems with a deep sense of volunteerism and a commitment to the community. With over 30 programs and 10 events per year, the ESGVJCC strives to be a resource our families and community while preserving our cultural heritage. esgvjcc.org

Summary Statement:

Under the supervision of the Executive Director, the Marketing Coordinator is responsible for creating and maintaining major fundraising, content and internal marketing pieces for web, digital and print; assist in the planning and execution of events; and provide support for existing programs. The ideal candidate will be innovative, creative, quick to learn, passionate and eager to make a positive difference in the community.

Duties and Responsibilities:

- Produce major print material such as, but not limited to ads, mailers, infographics, and program support pieces.
- Produce event materials such as, but not limited to signage, banners, programs and invitations.
- Produce digital marketing pieces such social media posts, banners, and publications.
- Create and maintain websites, microsites, and event pages.
- Update website design and functionality as needed.
- Produce email marketing on a monthly and as needed basis.
- Work closely with Executive Director on the creation of marketing and communications strategies to support ESGVJCC events and programs
- Work closely with Executive Director to develop annual Marketing goals and workplans

BRIDGING CULTURE, FAMILY, AND COMMUNITY

1203 West Puente Avenue | West Covina, CA 91790 | P 626 960 2566 | F 626 960 0866 **ESGVJCC**

The East San Gabriel Valley Japanese Community Center is a 501(c) (3) non-profit organization. Your contribution is tax-deductible to the extent allowed by law. No goods or services were provided in exchange for your generous financial donation. Federal Tax ID # 95-6100417.



EAST SAN GABRIEL VALLEY
JAPANESE COMMUNITY CENTER **ESGVJCC**

- Assist in creating company branded items, such as but not limited to apparel or office supplies.
- Attend meetings, company events and fundraising events as needed.
- Support writing assignments such as press releases, blogs, speeches, website or email content, messaging and talking points, etc.
- Photograph and edit as needed to promote company initiatives.
- Produce, film and edit video content to promote company initiatives.
- Ensure integration of brand marketing, PR, digital, email, social media and content strategies and initiatives that drive brand visibility and loyalty
- Review all marketing materials using ESGVJCC name and/or logo.
- Stay current on market, competition, best practices, and trends, applying them to strategies when applicable
- Other duties and responsibilities as assigned

Qualifications:

- Bilingual in English & Japanese preferred
- Previous experience working with seniors preferred
- Previous experience working with children preferred
- Strong organizational skills
- Strong comfort level with public speaking and representing the ESGVJCC
- Strong work ethic, self-directed, able to coordinate multiple tasks, and highly motivated
- Ability to work well independently, proactive and self-motivated
- Ability to work as a member of a team with people from varying backgrounds and experiences
- Able to thrive in flexible, evolving situations and manage changes effectively
- Able to effectively and efficiently address problems with open communication
- Able to plan work schedule respective to events and/or program needs, including working evenings or weekends when needed
- Must be physically able with the ability to lift at least 25 lbs
- Demonstrate excellent communication skills, both written and oral
- Professional manner, strong interpersonal skills, diverse cultural competencies and strong client orientation
- Must have reliable transportation

Education and/or Experience: Bachelor's degree (B.A.) from a four-year college or university, or two or more years related experience and/or training; or equivalent combination of education and experience.

Compensation and Benefits: Competitive, as a small non-profit 501(c) (3) organization, and based on experience with a benefits plan that may include medical insurance stipend, matching retirement contribution, vacation, sick leave, and holidays.

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To Apply: Interested applicants should submit a resume and cover letter to Pearl Omiya, Executive Director, pomiya@esgvjcc.org. Applications will be accepted until position is filled.

The East San Gabriel Valley Japanese Community Center (ESGVJCC) reserves the discretion to change this job description at any time. The ESGVJCC is an Equal Opportunity Employer. All qualified applicants will receive consideration for employment without regard to their race, religion, ancestry, national origin, sex, sexual orientation, age, genetic information, disability, marital status, domestic partner status, or medical condition.

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