



JOB DESCRIPTION

Director of Special Events and Marketing

Full-Time / Exempt

Salary Based on Experience

Benefits Full medical, dental and vision benefit coverage
Paid personal time off (PTO), legal holidays and year-end holiday leave (28 days/first year)
403b retirement benefit matching plan
Flexible Spending Account (FSA) plan
Parking

Center Perks Parking, Free classes, team/family environment, pet-friendly, coffee/snacks, opportunity to make a difference in people's lives while contributing to the future of the community

INTRODUCTION

The Japanese Cultural and Community Center of Northern California ("the Center") is a nationally recognized community-based California non-profit organization located in San Francisco's Japantown. The goals of the Center are: 1) to preserve, promote, educate and share the Japanese/Japanese American cultural heritage 2) to preserve the community's history, stories and legacy 3) to develop and implement exchange programs between the Japanese American community and Japan 4) to advocate, organize and empower the Japantown and the Japanese American community to address concerns and relevant issues, and 5) to address the most pressing, changing and emerging needs of the Japanese American community.

The Center's main building opened in May 1986. It includes conference rooms, a full commercial kitchen, a community social hall and offices that house other non-profit organizations. The Nisei Community Hall/Gymnasium addition was completed in 1990 and includes a high-school regulation-size gymnasium with multipurpose usage for traditional Japanese and modern performing arts, cultural arts, social/recreational activities and large-scale community events. The first floor currently houses an exhibit gallery, art and ceramics rooms and the Japanese American History Archives.

RESPONSIBILITIES

Reporting to the Executive Director, the Director of Special Events and Marketing provides support in fulfilling the mission and long-term vision of the Center by helping to direct and achieve the goals and objectives of Development Department and the organization.

Special Events

- Develop, implement and evaluate annual fund development plans that focus on diversifying revenue through special fundraising events, individuals/major donor cultivation, direct mail, community involvement and social media campaigns, as well as foundations and corporations in coordination with the Executive Director and key staff.
The Center's annual special fundraising events include: support drives, golf tournament, annual fundraising dinner, auctions, raffle drawings and Sake Day.
- Track and manage special events budgets.
- Research and evaluate potential corporate sponsorships for special events.
- Create, edit and proof grant proposals, reports and correspondence.
- Manage the donor database of individuals, major donors, corporations, businesses and foundations.
- Assist the Executive Director with donor relations.

JAPANESE CULTURAL AND COMMUNITY CENTER OF NORTHERN CALIFORNIA

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Marketing and Public Relations

- Develop and implement a marketing and public relations plan for the agency. This includes creating, editing and proofing press releases, newsletters (printed quarterly; electronic monthly), event collateral, business correspondence and other digital and printed materials in support of the goals of the agency.
- Track and manage marketing and public relations budget.
- Manage and monitor web content, page innovations and social media postings as they relate to marketing/visibility of the agency and fundraising.
- Support the development of agency-wide materials to ensure the Center is promoting a consistent message to funders and constituents.
- Provide communication support for the Executive Director and Deputy Director for agency matters.
- Represent the agency to the media, community events, funders and donors, as required.

Department and Staff Management

- Oversee, coordinate and manage the Development Department, its general operations and staff, which currently includes a Development Coordinator and Membership Coordinator, as well as summer intern(s).
- Participate in organizational decision making as a member of the agency management team.
- Assist in the coordination of work or planning with other departments.
- Participate in and lead meetings.

QUALIFICATIONS

- Possession of a baccalaureate degree from an accredited college or university with substantial coursework in marketing, communications, public/business administration, non-profit management, education, social sciences, or a field related to non-profit/community organization functions.
- Five years of experience in a social service or non-profit organization and with a strong emphasis on fund development and community interaction, as well as general knowledge of the local and/or Japanese American community is beneficial.
- Excellent writing skills, which may include correspondence, marketing, public relations, press releases, collateral for fundraising/special events, grant writing, and social media marketing.
- Working knowledge of Microsoft Office (Word, Excel, PowerPoint, Outlook) required. Experience using Blackbaud Altru or CRM software, Adobe Photoshop/Illustrator or In-Design and iMovie, preferred.
- Demonstrated ability to work with senior management, Board of Directors, committees and general public in a diverse professional environment.
- Possess strong verbal and interpersonal skills that are easily adaptable to diverse groups.
- Self-starter with the ability to work in a dynamic environment, set priorities and be self-directed.

TO APPLY

Interested qualified applicants should submit resume and cover letter to: jobs@jccnc.org

- Subject: **Director of Special Events and Marketing**
- Please include where you found this posting
- No phone calls and serious inquiries only, please

The Center is an Equal Opportunity Employer. Individuals from all backgrounds are encouraged to apply.

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