POSITION PROFILE

DIRECTOR OF MARKETING AND COMMUNICATIONS
Japanese American National Museum
Los Angeles, CA
ABOUT THE JAPANESE AMERICAN NATIONAL MUSEUM

The mission of the Japanese American National Museum is to promote understanding and appreciation of America’s ethnic and cultural diversity by sharing the Japanese American experience.

As the national repository of Japanese American history, the Japanese American National Museum (“JANM”) creates groundbreaking historical and arts exhibitions, educational public programs, award-winning documentaries, and innovative curriculum that illuminate the stories and the rich cultural heritage of people of Japanese ancestry in the United States. JANM also speaks out when diversity, individual dignity, and social justice are undermined, vigilantly sharing the hard-fought lessons accrued from this history. Its underlying purpose is to transform lives, create a more just America, and ultimately, a better world.

JANM’s voice has never been more urgent or relevant than during this time of rising Anti-Asian hate and racism, and it has committed to galvanizing and advocating for the AAPI community.

JANM started as a dream, but without funding or a site. Within 20 years of its incorporation, JANM built a campus, traveled exhibitions internationally, became a Smithsonian Affiliate, received the National Medal for Museum and Library Services (America’s highest honor for museums), secured its community’s history, and changed how Americans think about Japanese Americans. JANM opened to the public 30 years ago and recently celebrated its 30th anniversary this year. This year, the museum recognized 30 young people that exemplify JANM’s mission and are making extraordinary contributions in the arts, business, culture, education, politics, sports, technology, and more. As we look to the future, we celebrate the connection between the next generation and our past honorees, whose achievements have strengthened the community.
In 2005, the Japanese American National Museum created the National Center for the Preservation of Democracy, a separate, non-profit educational institution. This new space works to inspire youth to become active, informed participants in shaping democracy in America. Unlike traditional museum exhibitions, the Center is designed to engage participants more deeply in the content, and to provide a safe space for them to vocalize their opinions through a facilitated experience. Stories are also related in nontraditional media such as light-tables, pull-out cards, oral history clips, educational activities, and discussions.

National Center for the Preservation of Democracy at the Japanese American National Museum (NCPD@JANM) will further reinforce JANM’s mission and examine the rights, freedoms, and enduring fragility of American democracy through educational programming that includes exhibitions, media arts presentations, public programs, conferences, and civic dialogue/public forums.

**LEARN MORE:**
www.janm.org

**ABOUT THE JAPANESE AMERICAN NATIONAL MUSEUM**
THE OPPORTUNITY

JANM is seeking a creative and innovative Director of Marketing and Communications who will further the museum’s mission and vision through the creation and implementation of institution-wide marketing, communications, and audience engagement strategies. As a key thought partner to the CEO and leadership team, they will lead the translation of institutional vision into a results-oriented communications program across all platforms, with an emphasis on digital strategies, and for overall visitor development through marketing and communications to build audiences.

This accomplished marketing and communications leader will join the organization at an exciting time as JANM recently commemorated 30 years of public programming focused on civil liberties, history, and culture and is on the verge of entering into the public phase of a comprehensive capital with significant traction, with 4 key priorities: campus renovation and new core exhibitions, enhancing JANM’s national presence, building their endowment, and operating support.

Reporting to the Chief Operating Officer, the Director of Marketing and Communications will manage a team of 5+ staff, including the Communications Production Manager, Communications Writer, the Marketing Communications Associate, the Digital Marketing Associate, the Communications Assistant, consultants, volunteers, and interns.

The Director will drive planning, development, and implementation of all the museum’s marketing and social media strategies, digital communications, and public relations activities, both internal and external. This leader will oversee department staff as well as the development and implementation of support materials and services in the area of marketing, communications, development, and public relations. This individual coordinates at the strategic and tactical levels with the other functions of the organization. The Director designs and implements strategies and institutional messaging that cultivate relationships with media and stakeholders, raising awareness of JANM and inspiring engagement with our many offerings.
ESSENTIAL DUTIES AND RESPONSIBILITIES

• In charge of leading and implementing the overall branding of institutional vision.

• Oversee the creation, implementation, and evaluation of a comprehensive marketing, communications, and public relations program that will enhance the organization’s image and position within the marketplace and the general public, and facilitate internal and external communications.

• Develop the annual department budget with the CFO to address next fiscal year needs and goals, and implement and manage the current fiscal year budget in accordance with the department work plan.

• Responsible for achieving the annual goal of visitors and the revenue from admissions. Will provide input regarding these goals during the previous year budget and work-plan development process.

• Raise awareness of JANM by generating high-level media coverage of leadership, new strategic direction, new projects and exhibitions, campaign, and announcement of major gifts.

• Manages all marketing, communications, and public relations activities and materials including publications, media relations, member acquisition, and so forth. Responsible for managing and overseeing the ongoing maintenance and development of digital assets.

• Develops relationships with local, regional, national, and international print, broadcast, and online media outlets, generating coverage and raising awareness for JANM.

• Serve as senior project manager, editor, and/or principal writer for a wide variety of print and digital projects, including development/fundraising materials; capital campaign-related promotional materials; annual stewardship reports for select donors; and project summaries for a diverse array of fundraising goals.

• Produces large press previews for exhibition openings and initiative launches, smaller press moments, and photo opportunities. Develops all attendant press materials including press releases, image galleries, videos, b-roll, biographies, and background documents. Creates talking points, position statements, and messaging for museum principals, trustees, supporters, and staff.

• Oversees branding as relevant, engaging destinations for visitors of all ages and backgrounds, while maintaining scholarly integrity and buy-in from the exhibitions staff and Cross Functional Team. Adapt this brand voice into appropriate, audience-specific messaging in publications, video, social media, public relations, fundraising, marketing, advertising outreach, and internal communication.

• Ensure articulation of museum’s desired image and position, assure consistent communication of image and position throughout the organization, and assure communication of image and position to all constituencies, both internal and external.

• Responsible for editorial direction, design, production, and distribution of all museum marketing & communications publications.
ESSENTIAL DUTIES AND RESPONSIBILITIES

• Coordinate media interest in the organization and ensure regular contact with target media and appropriate response to media requests.

• Act as the organization’s representative with the media.

• Coordinate the appearance of all museum print and electronic materials such as letterhead, use of logo, brochures, etc.

• Develop, coordinate, and oversee resource materials to assist departments in the marketing, communications, and positioning of their activities; provide counsel to departments on marketing, communications, and public relations. Take a lead role in the Cross Functional Team.

• Ensure that the organization regularly conducts relevant market research and coordinate and oversee this activity; monitor trends.

• Responsible for the achievement of marketing/communication/public relations mission, goals, and financial objectives; ensure that evaluation systems are in place related to these goals and objectives and report progress to the President/CEO and/or Chief Operating Officer of Programs and External Relations.

• Develop short-and long-term plans and budgets for the marketing/communication/public relations program and its activities, monitor progress, assure adherence, and evaluate performance.

• Recommend short-and long-term organization goals and objectives to the President/CEO and/or Chief Operating Officer of Programs and External Relations.

• Develop, implement, and monitor systems and procedures necessary to the smooth operation of the marketing/communications/public relations function.

• Develop and coordinate means to seek regular input from the museum’s key constituencies regarding the quality of programs and services and the organization’s relevance.

• Recruit, train, appraise, supervise, support, develop, promote, and guide qualified full-time and part-time staff and contract personnel.

• Serves as a Duty Officer on a quarterly basis, requires weekend and evening hours.

• Staff members must be able to work with visitors of all ages to support the various events sponsored by the National Museum. Each staff member will be expected to work on a minimum of three museum-wide events per year:

  • National Museum’s Gala Dinner and Silent Auction- (off-site) typically held in the Spring (April-May)
  • National Museum’s Family Festival Day- Oshogatsu Family Day (January)
  • National Museum’s Family Festival Day - Natsumatsuri Family Festival (August)
CANDIDATE PROFILE

The Director of Marketing and Communications will bring a minimum of five years of marketing, communications, and/or public relations management experience, with a grounding in both traditional marketing and social media/digital strategies. Ideally, the Director will be familiar with local, regional, and national community organizations and partners. Knowledge of Japanese American history and culture is ideal; however, sensitivity to issues of diversity and ethnicity is essential.

Bachelor’s degree from a four-year accredited university or college in Marketing, Communications, or Public Relations preferred; or an equivalent combination of education and related experience may be considered as a substitute.

In addition, the ideal candidate will have the following personal attributes and professional competencies:
CANDIDATE PROFILE

PASSION FOR MISSION

This Director of Marketing and Communications will bring a genuine passion for the arts and a commitment to civil liberties, social justice, and racial, ethnic, and cultural diversity. This leader will embrace, believe, and be committed to the mission of JANM and will engage others through the creation of inspiring and compelling messaging, branding, and storytelling about JANM and its history, programs, exhibits, and events. They will recognize and be inspired by JANM’s role as an advocate for the broader AAPI community and the importance of the community dynamic, both local and national.

STRATEGIC MARKETING AND COMMUNICATIONS LEADERSHIP SKILLS

This leader will bring a strategic media and communications mindset with demonstrated skills in developing comprehensive marketing plans that align with organizational strategies and objectives, leveraging new and innovative communication approaches to build excitement and engage broader and more diverse audiences while enhancing JANM’s brand nationally. This collaborative and inclusive leader will build a culture of trust, collaboration, transparency, and accountability and will work well in a team environment and with a wide range of staff, vendors, consultants, volunteer leadership, and community organizations. The Director will bring a track record of success and direct experience in staff and budget management, negotiation skills, and in adhering to institutional policies and procedures.
CANDIDATE PROFILE

EXCELLENT COMMUNICATION AND RELATIONSHIP BUILDING SKILLS

The Director of Marketing and Communications will serve as an effective spokesperson for JANM to small and large audiences, with excellent communication skills and good judgment. The Director will be able to authentically communicate the values of the organization and the importance of strengthening the civic and cultural bonds of the museum and its diverse communities regionally and nationally. This leader will identify and build relationships with peer organizations that JANM needs to be connected with to further its mission. Internally, they will be effective at synthesizing diverse viewpoints, building relationships across departments to identify key priorities, and translating those into effective messaging strategies to further fundraising, membership, and programmatic goals. This leader will bring outstanding written skills, including experience writing advertisements, direct mail copies, articles, letters, speeches, and expertise in proofreading.

EXCELLENT PROJECT MANAGEMENT & ORGANIZATIONAL SKILLS

The Director of Marketing and Communications will be skilled at managing a wide range of projects simultaneously in a fast paced, changing environment, with the ability to meet deadlines and ensure accuracy in the work product. This individual must bring excellent organizational skills and detail orientation. The Director will be committed to providing high quality and courteous service to co-workers, volunteers, and the general public. This flexible leader will be able to adjust and provide appropriate action when unanticipated need arises.
CANDIDATE PROFILE

DATA ORIENTED & TECHNOLOGY SAVVY

The Director will bring experience and facility with data analytics for marketing strategy development and execution, testing messaging and leveraging data to identify new and diverse audiences for the museum. This leader will have a track record of increasing the use of social media platforms to increase visibility and membership, attract support, and promote attendance. In addition, the Director will bring a grounding in basic mathematical skills in order to be able to calculate figures and amounts such as discounts, interest, proportions, percentages, area, circumference, volume, and the ability to apply concepts of basic algebra and geometry.
COMPENSATION & BENEFITS

The annual base salary for this role will be based on a market range, starting with a competitive base and will be commensurate with the successful candidate’s skills and experience.

CONTACT

Koya Partners, the executive search firm that specializes in mission-driven search, has been exclusively retained for this engagement. Michelle Bonoan and Medelene Beasley of Koya Partners have been exclusively retained for this search. To express interest in this role, please submit your materials here, or email Michelle and Medelene directly at mbonoan@koyapartners.com and mbeasley@koyapartners.com.

All inquiries and discussions will be considered strictly confidential.

Koya Partners is committed to providing reasonable accommodation to individuals living with disabilities. If you are a qualified individual living with a disability and need assistance expressing interest online, please email NonprofitSearchOps@divsearch.com. If you are selected for an interview, you will receive additional information regarding how to request an accommodation for the interview process.

About Koya Partners

Koya Partners, a part of Diversified Search Group, is a leading executive search and strategic advising firm dedicated to connecting exceptionally talented people with mission-driven clients. Our founding philosophy—The Right Person in the Right Place Can Change the World—guides our work as we partner with nonprofits & NGOs, institutions of higher education, responsible businesses, and social enterprises in local communities and around the world.

For more information Koya Partners, visit www.koyapartners.com.