



## Job Announcement

**Job Title:** Marketing & Communications Associate

**Salary and Benefits:** DOE; Full Benefits Package

**Employment Status:** Full-time; Non-exempt

**Start Date:** Immediately

### **Background:**

For over 40 years, Little Tokyo Service Center (LTSC) has provided a safety net of social welfare and community development services to empower people and communities in need. LTSC provides culturally and linguistically appropriate services to the Japanese American community in the Southland, builds multi-family affordable housing projects to uplift low-income neighborhoods of color throughout Los Angeles, and promotes equitable development and cultural preservation in the Little Tokyo neighborhood.

### **Summary of Responsibilities:**

The Marketing & Communications Associate is responsible for the execution of LTSC's marketing strategy, external communications, and donor events in order to raise the overall profile of LTSC and improve donor engagement through consistent and effective messaging and experiences. The Associate is supervised by the Marketing & Communications Manager within the Development Department.

As primary staff writer, the Marketing Associate will need very strong writing, editing and proofreading skills. The Associate will support the Marketing Team in an array of visual, verbal, digital, print and event marketing efforts. The Associate will support the Development Team in a variety of fundraising appeals, solicitations, etc.

### **Responsibilities include, but are not limited to:**

Marketing & Communications

- As the primary staff writer:
  - Heavily contribute to LTSC's main narrative outputs, including the monthly e-newsletter "LTSCene" and the Annual Report
  - Create fundraising appeals, solicitations, donor communications, etc. to increase donor engagement/contributions/retention
  - Work with programs to gather information for the LTSC Story Bank
- Assist with organization-wide marketing efforts and individual program needs including website content, email marketing, social media campaigns, fundraising appeals, presentations, flyers, etc.

- Assist with event-related marketing efforts including email marketing, social media campaigns, newsletters, press releases, etc.
- Work with the Marketing & Communications team, Development team, IT staff, and related consultants, (e.g., graphic designers, photographers, videographers) to develop key messaging and branding
- Contribute to media projects including improvements to the photo archive, video production, etc.

#### Donor Events

- Work with the Planned Giving Advisory Committee and Development Team to develop workshops, materials and plans to improve LTSC's planned giving efforts, including identifying different ways to show appreciation to LTSC's current Legacy Partners
- Organize and implement new donor cultivation events like workshops & panel discussions that leverage LTSC's areas of work, partners and funders
- Organize and implement thank you events (and/or find exclusive opportunities that can be leveraged) to acknowledge current supporters
- Understand the event needs of other departments
- Assist in event training and checklists to aid in programs' self-sufficiency

#### **Qualifications and Experience**

- At least 2 years of experience in marketing, communications, events, or a related field
- Very strong writing, editing and proofreading skills are essential
- Project management, time management, and organizational skills required
- Strong communication, presentation and interpersonal skills required
- Must have a willingness to take initiative, learn and improve
- Nonprofit communications or marketing experience highly preferred
- Familiarity with Photoshop, Illustrator, and InDesign is highly preferred
- Previous experience writing press releases and media relations desired
- Marketing, including apps, platforms, and audience engagement is preferred
- Familiarity with the Japanese American community and/or the Little Tokyo community preferred
- Photography skills a plus
- Ability to work evenings and weekends when necessary

#### **How to Apply:**

Interested applicants should submit a resume and cover letter to:

Tenaya Senzaki  
 Marketing & Communications Manager  
 Little Tokyo Service Center  
 E-mail: [TSenzaki@LTSC.org](mailto:TSenzaki@LTSC.org)