



JOB DESCRIPTION

Job Title

Communications
Coordinator

Job Type

Contractor

Send Resumes to

jobs@amchamokinawa.org

Working Conditions

Normal office or remote work with frequent coordination with Chamber of Commerce Officers, Board of Governors and/or committees. No travel expected. Anticipated work schedule is 20 hours per week with potential for 40 hours per week. Employment is 'At Will' and position is subject to 3-month review and probation period. This position may be permitted to perform requirements outside of an office setting at the Contractor's choosing and as such will require the Candidate to possess the necessary computer and internet connectivity required to perform duties as required.

General Summary

Our Communications, Social Media, and Marketing Coordinator is responsible for setting and implementing social media and communication campaigns to align with marketing strategies, providing engaging text, image and video content for social media accounts, and responding to comments and customer queries in a timely manner. Duties may include web site monitoring and editing.

Job Brief

We are looking for a qualified digital marketing coordinator to join our team. If you are a tech-savvy professional, experienced in social media, public relations and promotional events, this may be the position for you. English oral and written communication skills is required and must be able to develop or obtain engaging content. Read and write Japanese a plus.

Principal Duties and Responsibilities

Set and implement social media and communication campaigns to align with marketing strategies and guidance from Chamber of Commerce Officers, Board of Governors, and committees.

Provide engaging text, image and video content for social media accounts.

Respond to comments and customer queries in a timely manner.

Monitor and report on feedback and online reviews.

Organize and participate in events to build community and boost brand awareness.

Coordinate with Chamber of Commerce Officers, Board of Governors, and Committees to ensure effective and consistent communications and marketing efforts. Local travel necessary in the execution of position requirements.

Work with and support Chamber of Commerce Officers, Board of Governors, and Committees to identify and understand the demographics of our current and potentially desired members in order to support their marketing and communication efforts.

Build relationships and understand the needs of members, potential members, industry professionals and journalists to help the Chamber expand its interests and meet the needs of those groups.

Stay up-to-date with digital technology trends.

Be capable reaching out to and coordinating with social media customer support groups and networks like “Upwork” to fill our social media and marketing gaps.

Create, staff and publish the Chamber’s Newsletter (i.e., the Colleague).

In cooperation with the Chamber’s Officers, Board of Governors, and Committees; develop, improve and maintain working relationships with US and Japanese Military, local business, and community leaders to support our goals and strategic objectives. Communicate with US Chamber of Commerce and regional AmChams as necessary/applicable.

Develop public awareness plans that support sustainable growth of members, sponsorships and fundraising.

Coordinate with area media outlets including but not limited to online, print and broadcast, informing and ensuring appropriate coverage of programs and events.

Other duties as assigned.

Job Specifications - minimum Knowledge, Skills, Abilities and Behaviors necessary to perform the job successfully. Equivalent combination of education and experience is acceptable.

- Bachelor’s Degree in Communications, Marketing, or related social media field or 2+ years of experience in these fields.
- Experience launching community initiatives (e.g. building an online forum, launching an ambassador program, creating an event series and writing an email newsletter).

- Proficient with MS Windows, Outlook, Word, and Excel. Proficiency with Adobe Suite, Facebook Ads, WordPress, and Google AdWords a plus.
 - Ability to identify and track relevant community metrics (e.g. repeat attendance at events).
 - Excellent English verbal communication skills.
 - Excellent English writing skills.
 - Ability to read, write and speak Japanese is desired.
 - Hands on experience with social media management for brands.
 - Ability to interpret website traffic and online customer engagement metrics.
 - Knowledge of online marketing and marketing channels.
 - Attention to detail and ability to multitask.
 - Demonstrated initiative/self-motivation, with the ability to quickly and easily adapt to changing organizational needs.
 - Must be a strong advocate of AmCham Okinawa goals, strategic vision and mission. Maintain vision of increasing and expanding General Membership body.
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Physical Requirements

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|---|--|
| <input checked="" type="checkbox"/> Stand or Sit | <input checked="" type="checkbox"/> Talk/hear |
| <input checked="" type="checkbox"/> Walk | <input checked="" type="checkbox"/> See |
| <input checked="" type="checkbox"/> Use hands/fingers to handle or feel | <input type="checkbox"/> Taste/Smell |
| <input checked="" type="checkbox"/> Climb (stairs/ladders) or balance | <input checked="" type="checkbox"/> Push or Pull |
| <input checked="" type="checkbox"/> Stoop, kneel, crouch or crawl | <input checked="" type="checkbox"/> Repetitive Motion |
| <input checked="" type="checkbox"/> Reach | <input checked="" type="checkbox"/> Lift/Carry up to 20 pounds |
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Hazards and Atmospheric Conditions

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|--|---|
| <input type="checkbox"/> Exposure to Fumes | <input type="checkbox"/> Exposure to Extreme Temperatures |
| <input type="checkbox"/> Exposure to Dust | <input type="checkbox"/> Mechanical hazards |

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|---|---|
| <input type="checkbox"/> Chemical hazards | <input type="checkbox"/> Electrical hazards |
| <input type="checkbox"/> Vibration | <input type="checkbox"/> Radiant Energy hazards |
| <input type="checkbox"/> Mists or gases | <input type="checkbox"/> Explosives hazards |
| <input type="checkbox"/> Noise | <input type="checkbox"/> Burn hazards |
| <input type="checkbox"/> Wet and/or Humid | |

Competencies – the measurable characteristics of a person that are related to success at work.

Drives results	Has a strong bottom-line orientation. Persists in accomplishing objectives despite obstacles and setbacks. Has a track record of exceeding goals successfully. Pushes self and helps others achieve results
Customer focus	Gains insight into customer needs. Identifies opportunities that benefit the customer. Builds and delivers solutions that meet customer expectations. Establishes and maintains effective customer relationships.
Instills trust	Follows through on commitments. Is seen as direct and truthful. Keeps confidences. Practices what he/she preaches. Shows consistency between words and actions.
Demonstrates self-awareness	Reflects on activities and impact on others. Proactively seeks feedback without being defensive. Is open to criticism and talking about shortcomings. Admits mistakes and gains insight from experiences. Knows strengths, weaknesses, opportunities, and limits.
Interpersonal savvy	Relates comfortably with people across levels, functions, culture, and geography. Acts with diplomacy and tact. Builds rapport in an open, friendly, and accepting way. Builds constructive relationships with people both similar and different to self. Picks up on interpersonal and group dynamics
Nimble learning	Learns quickly when facing new situations. Experiments to find new solutions. Takes on the challenge of unfamiliar tasks. Extracts lessons learned from failures and mistakes.
Being resilient	Is confident under pressure. Handles and manages crises effectively. Maintains a positive attitude despite adversity. Bounces back from setbacks. Grows from hardships and negative experiences.

Courage	Readily tackles tough assignments. Faces difficult issues and supports others who do the same. Provides direct and actionable feedback. Is willing to champion an idea or position despite dissent or political risk.
Decision quality	Makes sound decisions, even in the absence of complete information. Relies on a mixture of analysis, wisdom, experience, and judgment when making decisions. Considers all relevant factors and uses appropriate decision-making criteria and principles. Recognizes when a quick 80% solution will suffice.
Plans and aligns	Sets objectives to align with broader organizational goals. Breaks down objectives into appropriate initiatives and actions. Stages activities with relevant milestones and schedules. Anticipates and adjusts effective contingency plans.
Builds effective teams	Forms teams with appropriate and diverse mix of styles, perspectives, and experience. Establishes common objectives and a shared mindset. Creates a feeling of belonging and strong team morale. Shares wins and rewards team efforts. Fosters open dialogue and collaboration among the team.
Drives engagement	Structures the work so it aligns with people’s goals and motivators. Empowers others. Makes each person feel his/her contributions are important. Invites input and shares ownership and visibility. Shows a clear connection between people’s motivators and the organizational goals.
Ensures accountability	Follows through on commitments and makes sure others do the same. Acts with a clear sense of ownership. Takes personal responsibility for decisions, actions, and failures. Establishes clear responsibilities and processes for monitoring work and measuring results. Designs feedback loops into work

The above statements are intended only as illustrations to describe the general nature and level of work being performed in this job. They are not intended to be construed as an exhaustive list of all responsibilities, duties and skills required of human resources so classified, and the omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to the position.

This document does not constitute an employment agreement between the employer and employee and is subject to change at any time by the employer at its sole discretion as the needs of the employer and the requirements of the job change. Please send resumes to: jobs@amchamokinawa.org .