



Social Media and Community Outreach Intern

Department: Programs

Reports to: Program Coordinator

Summary: The social media and community outreach intern will be responsible for advancing the mission and vision of the Gardena Valley Japanese Cultural Institute (GVJCI) through multiple creative platforms including but not limited to social media, web, email, newsletter, newspapers, and various community and networking events.

Mission Statement

A space to engage, share, and embrace the Nikkei experience and culture.

Vision Statement

The GVJCI envisions a vibrant network and a welcoming space for all persons interested in Japanese heritage and culture where history and tradition is honored, people are inspired to create action and change, and cultural pride and respect for all humanity are promoted.

Essential Duties and Responsibilities

Responsibilities include, but are not limited to:

- Assist with planning and implementation of daily social media strategy to creatively communicate GVJCI mission, improve online visibility, and increase organizational awareness
- Develop creative written and visual content for online and social media use
- Cover events and programs, including live-tweeting, photographing, video shooting, etc.
- Assist with media relations and outreach, as needed
- Develop and plan an online annual fundraising campaign
- Develop and send out a GVJCI online newsletter/email for members
- Plan and communicate upcoming community meetings/events with Program Coordinator
- Collaborate on projects with GVJCI staff and volunteers, as necessary
- Attend and help out programs that are within internship duties

Qualifications:

- A strong commitment to the mission of the GVJCI
- Excellent written and verbal communication skills
- Pursuing a degree or career in marketing, communication, public relations, or a similar field
- Proficient with social media (Facebook, Instagram, etc.)



- Experience with online media, news platforms, and website makers (Mailchimp, Weebly, etc.) is a plus, but is not required
- Some knowledge of graphic design (adobe programs/software, online tools)
- Organized, self-motivated, and able to work independently
- An interest and/or background in the Nikkei community, and the South Bay community
- Creative and passionate
- Experience with community centers or other non-profits is a plus, but is not required
- Access to a reliable vehicle (able to transport themselves to and from GVJCI)
- Proficiency in Microsoft Office programs including Word and Excel

Schedule

- Internship Duration: January – May/June
- Hours: 10 am – 3pm (15 hrs/week)
- Additional programs/events may be added to this schedule

Description

The Gardena Valley Japanese Cultural Institute (GVJCI) is a 501(c)(3) non-profit community center housing various classes, services, and programs for seniors, non-senior adults, and youth in the South Bay for over 50 years.