



Marketing and Social Media Intern

Department: Programs

Reports to: Program Manager

Summary: The marketing and social media 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. Please note that this is an unpaid internship.

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 are 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 photographing, video shooting, etc
- Derive actionable insights from social media analytics
- Assist with media relations and outreach, as needed
- Develop and plan an online annual fundraising campaign
- Develop and send out GVJCI online newsletter/email for members
- Collaborate on projects with GVJCI staff and volunteers, as necessary
- Attend and help out at programs (online or on-site) that are within internship duties

Qualifications:

- A strong commitment to the mission of the GVJCI
- Pursuing a degree or career in marketing, communication, public relations, or a similar field
- Excellent written and verbal communication skills



- Proficient with social media (Facebook, Instagram, YouTube, etc.)
- Experience with online media, news platforms, and website makers (Mailchimp, Weebly, etc.) is a plus, but is not required
- Proficiency in Microsoft Office programs including Word and Excel
- Some knowledge of graphic design is a plus, but not required (adobe programs/other online software)
- Creative, passionate, organized, self-motivated, proactive, and able to work independently and as part of a team (i.e. you don't wait around for the next task but always ask what else you can do to help)
- An interest and/or background in the Nikkei and South Bay community
- Experience with a non-profit or Japanese/Japanese American community center is a plus, but is not required
- Access to a reliable vehicle (not necessary for online programs/events)

Schedule (flexible)

- 15-20 hours/week
- Hours: Weekdays (10am-3pm)

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.