



JOB ANNOUNCEMENT

PART TIME: PR & COMMUNICATION INTERN

Department: Marketing & Communications
Hours: 16 hours/week
Compensation: Paid \$11.25/hr.
Start date: January 2018

JOB DESCRIPTION

Love Portland? Love learning? Looking for an opportunity to help bring peace and cultural understanding to the world? The Portland Japanese Garden is seeking a PR & Communication Intern who can help tell the many stories of this historic & iconic organization. You will work directly with the Communications team to promote the Garden as a world class Japanese garden, a top Portland attraction, and a thought-leader in Japanese garden arts & culture.

ABOUT THE ORGANIZATION

The Portland Japanese Garden is celebrated as the most authentic Japanese garden outside of Japan. Opened to the public in 1967, the Garden was built to provide the citizens of Portland with a garden of great beauty and serenity, while forging a healing connection to Japan on the heels of World War II. It now serves more than 400,000 visitors a year from around the world as well as its 13,000 members.

In April 2017, the Garden opened its \$33.5M Cultural Village expansion designed by world renowned architect Kengo Kuma. The Cultural Village provides additional space to accommodate visitor growth, preserving the Garden's serenity. More importantly, it enhances the organization's ability to immerse visitors in traditional Japanese arts and culture paving the way for richer cultural understanding.

YOUR MAJOR RESPONSIBILITIES

- Public Relations Support
 - Help build media lists
 - Use media tracking services to monitor press mentions/coverage
 - Pitch directly to local TV stations, print media, and influencers
 - Work with PR agency to build national media relationships
 - Respond to press requests for photos and information
 - Give informative guided tours to press and travel influencers
 - Manage community calendar listings
- Social media management across several social channels
 - Help with content creation & scheduled posting
 - Respond & track social engagement as needed
- Owned Assets Support
 - Updating website & blog content as needed (via Wordpress)
 - Assist in drafting weekly emails to members and the public (via Mailchimp)

PR & COMMUNICATION INTERN (CONT)

611 SW KINGSTON AVENUE | PORTLAND, OR 97205 | JAPANESEGARDEN.ORG

EDUCATION AND EXPERIENCE REQUIREMENTS

More than anything, the Portland Japanese Garden is looking for eager learners whose work shows mindfulness, intentionality, and a commitment to always improving.

Specific requirements include:

- Communications, public relations or marketing-related degree preferred (or close to completion)
- Moderate to high experience with Microsoft Outlook, PowerPoint and Word programs.
- Must demonstrate a high comfort level with both desktop and mobile technology.
- Demonstrated proficiency in social media, and general online savviness
- A proven track record of working well with others, adapting to others' work styles and professional interactions with co-workers and classmates.
- Strong listening skills – Giving full attention to what other people are saying or asking, taking time to understand the points being made and asking questions when appropriate.
- Service Orientation – Actively looking for ways to help others.
- Excellent communication skills – must be able to clearly and effectively communicate in both writing and speaking.

Position Preferences:

- Public relations or newsroom experience preferred
- A positive and outgoing attitude
- Experience with Hootsuite and/or WordPress
- Experience with MediaValet or another cloud based photo management software.
- Demonstrated proactive work ethic
- Personal passion for Japanese culture and history, art and design, travel, and/or landscape design and horticulture are a plus.

HOW TO APPLY

Please send your resume and a cover letter telling us a little more about yourself, and references to humanresources@japanesegarden.org. Emailed applications only.

Phone call or mail-in inquiries will not be considered.