

# Asia Society Career Opportunity

**Location:** New York  
**Position:** Communications Senior Media and Content Officer  
(Grade 7) - Code FY 1211  
**Posted:** 10/5/11

## Purpose:

The Senior Media and Content Officer (SMCO) plays a critical dual role for Asia Society in traditional communications outreach and contributing to its web presence. A prime function is to develop and enhance the reputation, visibility and wider impact of the institution's programs and expertise, focusing on key issues and breaking news in the areas of Policy, Business and Education. Pro-active media outreach is key, as is the generation, development and sharing of original content across multiple internal and external platforms, including AsiaSociety.org. The SMCO will source and commission content from, and media participation by, the institution's many experts and fellows, along with its centers and strategic partner organizations around the world. She/he will maintain strong relations with reporters, producers, editors, bloggers and others in the external media, both old and new. He/she will work collaboratively as an important member of the Communications and Online team. While the position reports to the Vice President, the SMCO will also liaise with other senior Communications and Online staff, and delegate to junior staff when appropriate.

## Responsibilities:

- The SCMO will build strong, amiable and productive relationships with the institution's experts and fellows, acting as a bridge between them, AsiaSociety.org and the external media.
- Working in step with the Global Policy Programs team, she/he will encourage and assist in initiating and generating original content—text, images, audio and video—that is relevant and engaging to audiences.
- She/he will work closely with the Executive Director, Online, and Associate Director, Communications, as well as AsiaSociety.org's Managing Editor and its Web Producers in day-to-day web activities along with longer term strategies and projects.
- She/he will work collaboratively with other key staff members across the institution and its centers.
- The SMCO will be responsible for media relations for Policy, Business and Education programs and other initiatives. He/she will creatively pitch content and Asia Society expertise across many fields and around breaking news as it relates to Asia Society's activities and expertise. She/he will also promote the institution as an agenda setter in its fields of endeavor.

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**WORLD HEADQUARTERS:**  
725 Park Avenue  
New York, NY 10021-5088  
Phone 212.288.6400  
Fax 212.517.8315  
[www.asiasociety.org](http://www.asiasociety.org)

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- The SMCO will take a lead in generating, producing and placing editorial content: this includes extensive writing and editing articles, such as op-eds, audio slideshows and blogs, social media, etc.
- She/he will also make use of Asia Society's video/audio studio to showcase the institution's thought leadership and expertise.
- She/he will build strong relationships with the external media, interfacing with and managing media at Asia Society events and programs; and overseeing all stages of media interviews.
- She/he will contribute to the promotion of additional Asia Society activities involving various departments such as conferences, special publications and programming, etc.
- The SMCO also assumes key departmental administrative tasks crucial to the efficacy of overall outreach and web functions.
- Mentoring junior staff and interns.
- Other duties as assigned.

### Requirements:

- The successful candidate will have an appreciation of the changing nature of media and be able to work with both old and new media.
- The job requires an editorially strong, extremely motivated and creative individual with solid news judgment and strategic instincts along with excellent writing and editing skills.
- Familiarity with U.S. and Asian media outlets and issues is required and a network of U.S. and Asian media contacts is an asset.
- Strong digital media skills are a must, both for research and in the utilization of new media to extend the reach of Asia Society in the U.S. and globally.
- Familiarity with new media platforms, initiatives and techniques—including social media and video—is an asset, along with an eagerness to learn and adopt new skills.
- An interest in Asia is essential, as is a Bachelor's degree.
- Prefer 5-6 years' related work experience (preferably in the area of news production).
- Work experience in Asia is an asset.
- The individual must be able to work as a self-starter in a high-energy, fast-paced environment.
- She/he must be able to function calmly under pressure, prioritize and balance demands, and foster cordial relationships internally and externally.



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## How to apply:

For positions in New York, please email your cover letter and resume indicating position reference code and salary requirements to:

[communicationsjobs@asiasociety.org](mailto:communicationsjobs@asiasociety.org)

Indicate job title and job code FY1211 in the subject line. Resumes without cover letters will not be accepted. No phone calls, please. Only those candidates considered for an interview will be contacted. Please regard your resume as having been received unless your email is bounced back.

*The Asia Society is an equal-opportunity employer.*

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