

Asia Society Career Opportunity

Location: New York
Position: Director of Content Strategy, Global Policy Programs / Asia Society Policy Institute (Grade 9) — Code FY1321

Purpose:

The Director of Content Strategy will oversee the planning, development, and management of informational content (written or in other media) for the Asia Society Policy Institute (ASPI), a new independent, non-partisan, global institute focused on tackling the critical political and economic issues facing Asia and the United States in the 21st century (set to launch in late 2013). Reporting to the Vice President of Global Policy Programs and working in close collaboration with Asia Society’s Communications and External Affairs teams, the Director will work to raise the visibility and impact of ASPI, its associated experts, and its intellectual capital to a wide variety of audiences, including policy makers, business leaders, NGOs, academia, expert communities, press/media, and donors through publications, web content, and social media. Our ideal candidate is a passionate, hard-working, detail-oriented and strategically-minded person who has excellent writing and interpersonal skills and wants to be part of a “start-up” initiative working to build bridges between the United States and Asia.

ASPI has three overarching and mutually re-enforcing goals: (1) advance long-term dialogue among and between the countries of Asia and the United States on global and regional issues; (2) identify areas of cooperation and jointly acceptable solutions to address key problems facing the region; and (3) strengthen relationships among policy experts and business leaders to bring Asian and American perspectives together on issues of common interests.

Responsibilities:

- Develop and implement a comprehensive content strategy in support of ASPI’s mission, in close collaboration with Asia Society’s communications leadership
- Manage the creation and strategic distribution of original content, including publications, audio/video production, and multimedia content
- Develop consistent branding and messaging across content
- Write and edit online and printed communications products
- Oversee website development and maintenance, and social media and other branded channels
- Develop overall editorial strategy and create/manage ASPI’s editorial calendar
- Develop and execute dynamic outreach strategies to amplify ASPI’s reach and impact

Asia
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Fax 212.517.8315
www.asiasociety.org

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- Provide direction/input on programs/events strategy to ensure connectedness to Asia Society's overall external goals
- Participate in the planning and execution of effective convening activities for various target audiences
- Provide strategic communications support for ASPI grants and other fundraising materials, and contribute to the development and execution of fundraising activities in collaboration with Asia Society's External Affairs team

Requirements:

- A minimum of eight years' content strategy or strategic communications experience; substantive expertise in international affairs and/or Asia a plus
- A college degree in a relevant field
- Demonstrated skills in developing, building, and maintaining a brand with key stakeholder groups, preferably in a nonprofit and/or public policy setting
- Exceptional communication and interpersonal skills across all dimensions (written, verbal) and the ability to build effective internal and external relationships
- Demonstrated experience in creative, new, and multimedia editorial content production and dissemination
- Skilled at both long-form and real-time (immediate) content creation and distribution strategies
- Highly organized, with strong attention to detail and an entrepreneurial spirit
- Resourcefulness, with an orientation to measurable results
- Ability to work successfully with diverse constituencies, including governmental agencies, NGOs, think tanks, academia, expert communities, media/journalists, and the private sector

How to apply:

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

Globalpolicyjobs@asiasociety.org

Indicate job title and job code 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.

Asia Society is an equal-opportunity employer.

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