

## Asia Society Career Opportunity

**Location:** New York

**Position:** Assistant Director, Education Digital Strategy (Grade 8)  
Code 1533

**Application Deadline:** July 3, 2015

### **Purpose:**

The Assistant Director is a leader on the team that is advancing a global initiative to promote global competence and knowledge about Asia and other world regions, cultures, and languages in K–12 schools, and to advance the recognition and leadership positioning of the Asia Society Center for Global Education (to be launched in 2016). The Assistant Director gives direction to all of the department’s online content and social media. S/he will head up the department’s overall web strategy in collaboration with the AS Online team.

### **Responsibilities:**

**Editorial Director:** Oversee editorial strategy and production of editorial for the department.

- Oversee the overall messaging, direction, and feel of the education section of the Asia Society website to keep content fresh, accessible, organized, and more user-friendly. This includes owning and developing multimedia content, supporting and guiding others on the team in developing content for Education initiative pages, and reorganizing or considering new approaches to content delivery.
- Produce an editorial calendar in tandem with a content acquisition plan, and manage projects for delivery as part of editorial development.
- Review and/or edit content for accuracy and ensure compliance with editorial and publishing policies for Asia Society and partnering institutions (AsiaSociety.org CMS, EdWeek, College Board, for example).
- Newsletters: Curate and produce two e-newsletters per month; evaluate effectiveness and develop plan for moving forward.

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New York, NY 10021-5088  
Phone 212.288.6400  
Fax 212.517.8315  
[www.AsiaSociety.org](http://www.AsiaSociety.org)

- Develop and implement an online media strategy for the Center for Global Education including a series of events prior to the Center's launch in fall, 2016. Collaborate to support the launch of reports, case studies and other knowledge products and lead efforts for their dissemination globally.
- Support development of Asia Society's Global Learning EdWeek blog: Serve as a second reader/editor and potential writer; identify content to cross-populate on AsiaSociety.org.
- Support the development of web content and online marketing strategies for fee-for-service activities
- Serve as the main point of contact and liaison with the Asia Society Online team, including facilitating new projects; serve as main publisher; and ensure coordination with overall online production guidelines and standards.
- Maintain archive of Education multimedia assets, including images, videos, and articles.

**Social Media:** Act as lead for social media on the team. Collaborate with Directors and Online team to develop a strategy and clear ownership on the team, develop a clear voice for individual platforms, participate in appropriate Twitter chats, and support others on the team in participating as well.

**Cross Cutting:**

- Administration as required: Budgeting, invoice processing, timelines.
- Adherence to brand and quality across platforms: With Production Manager, ensure quality and brand cohesion, advise on consultants/freelancers, and advise on process for production of online or offline materials as needed for others on the team.
- Nurture editorial collaboration on the team, including helping all to understand and establish innovative norms that align to creative/technology fields. .
- Thought leadership: Keep abreast of developments in open education, accessibility, and reach; role of digital in global education and curriculum, and online education, and bring these ideas back to the team.
- Represent Asia Society in outside meetings with funders, educational practitioner groups; develop presentations for conferences and workshops.
- Other duties as assigned.

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## Qualifications:

- Demonstrated knowledge and strong interest in global education, K–12 education reform, and world language education
- Strong command of English with good working knowledge of the Chicago Manual or AP style guides; demonstrated ability to take complex ideas and simplify for online audiences
- Outstanding writing and editorial skills with excellent attention to detail
- Strong project management skills
- Previous experience in marketing, branding and/or design strongly preferred
- Web production knowledge (CMS, HTML, and Adobe Creative Suite basics) required
- Positive can-do attitude; interested in working with a high-performing team; able to grapple with complex educational issues and be comfortable working collaboratively online with a geographically dispersed team
- Undergraduate degree required; graduate degree preferred
- 6–8 years related work experience required

## Competencies:

- Demonstrated knowledge and strong interest in global education, K–12 education reform, and world language education
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**How To Apply:**

Please email your cover letter, resume, and salary requirements to [Educationjobs@asiasociety.org](mailto:Educationjobs@asiasociety.org) Indicate job title and reference 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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