

Asia Society Career Opportunity

Location: New York

Position: Content Producer (Grade 5) – Code 1605

Purpose:

Asia Society is looking for an energetic and innovative Content Producer to generate engaging and shareable digital content intended to promote Asia Society's programs, activities and expertise. Reporting directly to the Chief Content Officer, and working closely with the Senior Content Manager and the Director of Communications, one of the primary roles of the Content Producer will be to conceive and create fresh written and multimedia content, and then help to strategically push out the content utilizing various social media platforms and other promotional tools with the goal of both increasing web traffic and foot traffic to our physical locations. Since our online team is small, the Content Producer will also be responsible for regularly carrying out behind-the-scenes tasks to help keep our website accurate and up-to-date. These tasks could include anything from updating staff rosters to posting job openings to editing event listings on our calendar. The ideal candidate would be an Asia-focused journalistic Jack (or Jill) of all trades who is comfortable producing a wide variety of content related to Asia Society's core disciplines – arts, business, education and policy – and carrying out assignments under tight deadlines. Excellent writing and copyediting skills are a must, as is experience working in a fast-paced digital media environment. We are looking for a candidate who is enthusiastic, detail-oriented and has a proven track-record of finding unique story angles and crafting great content that informs, inspires and keeps readers coming back for more. The candidate must be passionate about what Asia Society does, and arrive overflowing with creative ideas as to how best represent the institution online.

Responsibilities:

- Creating original editorial content related to upcoming, current, and past programming at Asia Society worldwide locations
- Helping maintain Asia Society's website by performing various administrative tasks
- Promoting Asia Society web content via social media, email and other promotional platforms
- Crafting visually arresting and informative multimedia content – photo, video and audio – for our blog
- Copyediting submissions to the site and working closely with contributors

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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

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- Reporting on a wide variety of events at Asia Society New York, everything from policy panels to museum exhibitions to cultural performances
- Selecting and editing video highlights from Asia Society events
- Interviewing Asia Society staff experts on arts, business, education and policy for blog posts, articles and videos
- Regularly offering creative and fresh content ideas that can help promote the organization, introduce Asia Society to new users, and increase attendance at our events, exhibitions and activities
- Conducting advance interviews with Asia Society performers and panelists
- Other duties as assigned

Qualifications:

- Bachelor's degree and a minimum of two years experience in digital content creation and/or management
- Excellent writing and copyediting skills, preferably with experience writing and editing for a public facing website with journalistic content
- A deep understanding of what makes great online editorial content and proven ability to drive traffic to this content
- Professional experience using social media to engage and build audiences
- Working knowledge of Drupal (or a similar content management system), Photoshop, Google Analytics, and Google Docs. Proficiency in Adobe Premiere, while not mandatory, is desirable
- Knowledge of and the ability to implement SEO tactics
- A strong attention to detail, and the ability to organize and plan multiple projects concurrently, while meeting deadlines
- Excellent communication skills, and the ability to work well with others
- Familiarity with emerging technology and current knowledge of trends and innovations in digital media
- A passion for Asia and the work of Asia Society
- Proficiency in an Asian language preferred, but not mandatory

Competencies:

- *Professionalism:* Professional competencies in the related field of work; conscientious and efficient in meeting commitments, observing deadlines and achieving results; able to work independently with minimum supervision; ability to operate in compliance with organizational policies; good judgment, tact and discretion;

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- *Planning and Organizing:* Ability to plan and organize own work in accordance and alignment to organizational and departmental goals; good organizational skills;
- *Communication:* Very good skills in communicating with people from different backgrounds;
- *Teamwork:* Very good interpersonal skills; flexibility and demonstrated ability to work in a multicultural environment;
- *Technological Awareness:* Ability to apply technological tools relevant to the job and to keep abreast of developments in the profession;
- *Client Orientation:* Skillful in identifying clients' needs; establishing and maintaining effective relationships with internal and external stakeholders;
- *Decision Making:* Ability to make sound and timely decisions.

How to apply:

Please email your cover letter, resume, links to three writing samples, and salary requirements to: onlinejobs@asiasociety.org. Be sure to indicate job title and job code in the subject line. This is a New York-based position. 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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