

Asia Society Career Opportunity

Location: New York

Position: Senior Program Associate, China Learning Initiatives, Center for Global Education (Grade 6) Code 1712

Purpose:

The Senior Program Associate will play a key role in the China Learning Initiatives and the growing Center for Global Education (CGE) at Asia Society, with the critical responsibility of communicating and promoting our existing teaching tools for Chinese language and culture as well as launching new projects to engage students and the general public to grow interest in Chinese language and culture. The Senior Program Associate will also provide strategic planning and operational support to the overall Center for Global Education.

Responsibilities:

- Research, ideate, and execute projects aimed at broadening the appeal of the study of Chinese language and culture
- Determine metrics and measure effectiveness of projects, programs and activities developed
- Oversee production of promotional content generated by third parties to ensure adherence to quality, budget, and timeline, as well as alignment with our goals and intentions for commissioning the work
- Oversee planning and execution of social media campaigns
- Plan, organize, and execute promotional events for of CLI and/or Chinese language and culture in general
- Compile and edit the monthly newsletter, Chinese Language Matters, including working with writers to deliver content, assembling issues, and managing publication
- Oversee all other publications, articles, and commissioned work produced by the China Learning Initiatives
- Lead on website maintenance
- Determine media assets to be gained from existing programs and activities
- Assist in strategic planning to achieve strategic coherence between CLI and other CGE initiatives
- Work with CGE Assistant Director of Digital Strategy to align CLI communications with the Center and develop improvements in Center-wide digital strategy
- Assist in business operations for CGE as required

Asia
Society



Founded in 1956 by
John D. Rockefeller 3rd

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- Develop metrics and KPIs to track results of CLI and CGE initiatives
- Participate in meetings and projects to develop new business models for CGE
- Research and propose optimal licensing agreements for use of CGE intellectual property with external parties
- Participate in ideation, design, and development of collateral and branding
- Other duties as assigned

Qualifications:

- Outstanding English written and oral communication skills
- Extensive knowledge of Chinese culture and experience learning Mandarin required
- 4-5 years experience and undergraduate degree in marketing, communications, public relations, or related discipline strongly preferred
- Deep familiarity with social media interactions, current trends, and online culture, especially with regard to younger users (ages 11-22)
- Project management experience required
- Experience developing and managing budgets and contracts
- Knowledge and skill with media software, including film, image, and audio editing programs an advantage
- Formal training and experience in storytelling craft a plus

Competencies:

Leadership:

- Persuades others; builds consensus through give and take; gains cooperation from others to obtain information and accomplish goals
- Develops networks and builds alliances; collaborates across boundaries to build strategic relationships and achieve common goals.

Professional and Results-Oriented:

- Seeks to consistently produce results that achieve goals and objectives
- Conscientious and efficient in meeting commitments and observing deadlines
- Able to work independently with minimum supervision
- Good judgment, tact and discretion
- Ability to translate ideas into action

Collaboration and Teamwork:

- Excellent skills in communicating with people from different cultures, backgrounds, and across time zones
- Works with others towards common purposes to achieve shared goals by developing and maintaining responsive, cooperative and mutually beneficial internal and external relationships
- Acts as a global facilitator to have conversations, exchange ideas and build understanding

Innovation:

- Identifies new and creative ways of doing something or solving a problem that improves, changes and results in value to the organization and constituencies (could be through technology or introducing new ways of thinking)
- Uses technology for impact, reach and efficiency, such as through social media, databases, etc.

Technical Expertise:

- Professional competencies in the related field of work
- Recognizes trends in theory and practice of one's own technical area and effectively prepares for anticipated changes

Job Specific:

- Be willing to take direction and take initiative; able to work independently, be a self-starter and contribute thoughtfully as part of a team.
- Strategic thinker, willing to wrestle with complex ideas
- Flexible in changing environment; high comfort with ambiguity
- Highly effective at multi-tasking; able to manage details thoroughly and efficiently

How To Apply:

Please email your cover letter, resume, and salary requirements to educationjobs@asiasociety.org. Indicate job title and reference code 1712 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.