



**Job Title:** VP of Marketing & Communications  
**Reports to:** President  
**Classification:** Full time/Exempt  
**Work Schedule:** Min. 40 hours per week; required to work some evenings and weekends

**Organizational Summary:**

With 12 locations across the globe, Asia Society is the leading educational organization dedicated to promoting mutual understanding and strengthening partnerships among the peoples, leaders, and institutions of Asia and the United States in a global context. Across the fields of arts, business, culture, education, and policy, the Society provides insight, generates ideas, and promotes collaboration to address present challenges and create a shared future. Asia Society Texas Center operates as a separate 501(c)(3) organization and is an affiliate of the Asia Society global network.

**Position:**

The Vice President of Marketing & Communications is responsible for promoting and enhancing Asia Society's brand as the leading institution dedicated to promoting mutual understanding and strengthening partnerships among peoples, leaders and institutions of Asia and the United States. Reporting directly to the President, the VP is integral to promoting programs and membership, maintaining and improving the organizational image in Houston via print publications, media relations, social media, and marketing. The VP also manages the rental facilities department to ensure proper marketing, sales and execution.

**Job Responsibilities:**

This position entails the following areas of responsibility:

**General:**

- Develops and implements coordinated and creative multi-platform strategies that harness online/digital, media relations, and marketing capabilities that multiply the impact of Asia Society, as well as engage and build audiences in line with the institutional strategic plan.
- To do the above across all program areas and disciplines – arts and culture programs, exhibitions, business and policy programs, education and education.
- Oversees related communications activities tied to special events (Tiger Ball, Huffington, Night Market, etc.).
- Oversees online/digital, media relations and marketing staff and budget.
- Oversees rental facilities department. Meet/exceed budget revenue goal.
- Promotes membership drives/sales.

**Media Relations:**

- Works closely with department directors and senior staff.
- Develops and implements aggressive/proactive strategies to increase organization's public profile in the traditional media (print, radio, TV) as well with new media.
- Builds strong relationships and partnerships with key local and national media outlets to promote Asia Society events and activities.
- Help frame and advance positive, proactive stories about Asia Society in print, online, radio, and television press.
- Facilitates the writing of articles and opinion pieces for publication in relevant outlets.

**Digital:**

- Works closely with the department directors and senior staff.
- Formulates and implements coordinated strategies to build and enhance digital impact locally through the website, blogs, social media, video etc.
- Works with internal and external stakeholders across the institution's multi-disciplinary and multi-center structure.
- Uses metrics to set and work towards goals, including traffic growth.
- Sets priorities and timetables for on-going web development based on emerging trends in the fast-changing digital world.
- Identifies and engages potential sponsors/funders.

**Marketing:**

- Finds creative methods to build Asia Society's brand, promotes awareness and engagement and builds audiences for Asia Society's activities.
- Institutes measurement and survey tools that help define Asia Society audiences and gauge the effectiveness of marketing and promotion efforts.
- Oversees marketing activities for the Asia Society, including development of promotional materials
- Coordinates marketing activities of Asia Society Centers globally.

**Qualifications:**

- Bachelor's Degree in Marketing, Communications/Public Relations, English, International Relations, Asian Studies, or Political Science. Advanced degree preferred.
- Eight or more years of experience working in communications and marketing, including five or more years in a managerial position.
- Strong writing and editing skills.
- Knowledge of Asian issues is an advantage.
- Strong media contacts in Houston.

**Personal Characteristics:**

- Must be a team leader who uses a collegial approach to implement strategies and achieve goals.
- Creative self-starter with project management experience and skills.
- Exceptional inter-personal skills, ability to work successfully with extremely diverse constituencies, highly organized, with strong attention to detail, energy and enthusiasm. Must have strong consensus-building capacity, as well as effective and persuasive pitching, writing, editing and verbal communications skills and a strong understanding of new media directions.
- Broad interest that spans the fields of art, culture, policy, business, and education, and the ability to strongly promote Asia Society activities in all of these fields across many media platforms to a range of audiences.
- Maturity, calm under pressure.
- Strong communications skills, written and oral.
- Demonstrated resourcefulness and good judgment.
- Values diversity of thought, backgrounds and perspectives.
- Ability to multi-task while maintaining vigilant attention to details.
- Personal integrity and ethical standards.
- Constantly looking to apply best practices.
- Predisposition to mentor and subsequently increase responsibilities as team develops.

**Requirements:**

To perform this job successfully, an individual must be able to perform each essential duty. The requirements listed with this job description are representative of the knowledge, skill and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

**Language Skills:**

Ability to read, analyze and interpret event quotes, budgets, and timelines. Ability to respond effectively to sensitive inquiries or complaints. Ability to write plans, press releases, articles, business letters or e-mails. Comfortable and competent in speaking to visitors.

**Reasoning Ability:**

Ability to define problems, collect data, establish facts and draw valid conclusions.



**Other Skills and Abilities:**

Position requires demonstrated applied skills in word processing and spreadsheet operations, including but not limited to, Microsoft Office (Word, Excel and Power Point) and the ability to learn other software related to scheduling. Ability to work without direct supervision in a small office environment is required. Ability to hold a valid Driver's License and possess a car that can be used for work purposes.

**Physical Demands:**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to sit; use hands to finger, handle, or feel; reach with hands and arms and talk or hear. The employee is occasionally required to stand and walk. The employee must occasionally lift and/or move up to 25 pounds.

Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception and ability to adjust focus.

**Work Environment:**

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. While performing the duties of this job, the employee is occasionally exposed to wet and/or humid conditions and outside weather conditions. The noise level in the work environment is usually moderate.

**Relocation Expenses:**

No relocation costs or travel for interviews will be covered by Asia Society Texas Center.

**Please send resume and cover letter to:**

Human Resources  
Asia Society Texas Center  
1370 Southmore Blvd  
Houston, Texas 77004  
HRdept@AsiaSociety.org

No phone calls please.

**For more information:** [AsiaSociety.org/Texas](http://AsiaSociety.org/Texas)