

Asia Society Career Opportunity

Location: New York

Position: Senior Media Officer, Communications (Grade 6) – Code FY 1412

Purpose:

The Senior Media Officer plays a critical role in communications outreach for Asia Society. Working as part of the Communications team and in collaboration with key internal staff and departments, the position's prime function is to develop and enhance the leadership impact of the institution's programs and expertise in the news media, focusing on the areas of policy, business and education. The Senior Media Officer builds relationships with relevant members of the media, external blogs and websites to promote Asia Society scholarship, projects and programs. The position works to generate interviews with Asia Society staff and experts, and media coverage of public programming, while working collaboratively with Asia Society staff in New York and at our centers in the U.S. and Asia.

Responsibilities:

- The Senior Media Officer will be responsible for media relations in the areas of policy, business and education as well as corporate leadership. He/she will creatively pitch Asia Society's programming in these areas, and around breaking news as it relates to Asia Society's activities and expertise.
- She/he will build strong relationships with the external media, interfacing with and managing media personnel at Asia Society events and programs in the areas of policy, business and education, and overseeing all stages of related media interviews.
- She/he will contribute to the promotion of additional Asia Society activities involving various departments such as conferences, special publications and public programs.
- The Senior Media Officer will take the lead in producing editorial content in selected issue areas; this includes writing and editing op-eds.
- She/he will build strong, amiable and productive relationships with the institution's experts and fellows, and will occasionally contribute to the production of original multimedia content aimed at multiple platforms, both external and internal.
- She/he will work closely with key staff members involved in institutional initiatives and programs.
- She/he will work closely with the Communications and Online teams on day-to-day activities plus longer-term strategies and projects.
- The Senior Media Officer tracks press coverage and assumes key departmental administrative tasks crucial to the efficacy of overall outreach and web functions.
- Mentoring interns.
- Other duties as assigned.



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725 Park Avenue
New York, NY 10021-5088
Phone 212.288.6400
Fax 212.517.8315
www.asiasociety.org

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Qualifications:

- The job requires an editorially strong and extremely motivated individual with solid news judgment, and excellent writing and editing skills.
- The individual must be able to work as a self-starter in an extremely high energy, fast-paced environment, to foster cordial relationships internally and externally, and to maintain a calm demeanor under pressure.
- Very strong computer skills are a must, both for research and in the utilization of new technologies to extend the reach of Asia Society.
- Familiarity with new outreach platforms, initiatives and techniques is required along with an eagerness to learn and to adopt new skills.
- Familiarity with U.S. and Asian media outlets and issues is required. Prior experience in media relations and press pitching strongly preferred.
- An interest in Asia is essential.
- Bachelor's degree and 4-5 years' related work experience.

Competencies:

- Professionalism: Professional competency in press pitching and writing; conscientious and efficient in meeting commitments, observing deadlines and achieving results; able to work independently with minimum supervision; excellent judgment, tact and discretion;
- Planning and organizing: Solid planning and organizational skills, including the ability to plan and execute media campaigns in alignment with organizational and departmental goals;
- Teamwork: Very good interpersonal skills; flexibility and demonstrated ability to work interdepartmentally in a mid/large organization;
- Client orientation: Skillful in identifying internal clients' needs and expectations; ability to establish and maintain effective relationships with internal and external stakeholders;
- Technological awareness: Ability to use technology relevant to the job and to keep abreast of developments in the field.

How to apply:

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