

Asia Society Career Opportunity

Location: New York

Position: Content Producer (Grade 5) Code 1813

Purpose:

Asia Society is looking for a marketing-minded Content Producer to generate engaging and shareable digital content intended to promote Asia Society's New York events, exhibitions, and performances, as well as the organization's vital global work building bridges of understanding between East and West. Reporting directly to the Chief Content Officer, and working closely with the Senior Content Manager, one of the primary roles of the Content Producer is to conceive and create fresh written and multimedia content that will spotlight Asia Society programming and initiatives, and boost digital audience and foot traffic to the New York headquarters. The ideal candidate would be Asia-focused and comfortable producing a wide variety of content — everything from podcasts to social videos to nuanced articles — related to Asia Society's work in the disciplines of arts, business, education, and policy. Excellent writing, copyediting, and marketing skills are a must, as is experience working in a fast-paced digital media environment. We are looking for candidates who are enthusiastic, detail-oriented, and have a proven track-record of crafting great content that informs and inspires across a variety of platforms and formats — and, just as important, an ability to get that content in front of the right audiences. Candidates must be passionate about what Asia Society does, and arrive overflowing with creative ideas as to how best to promote the institution and its work.

RESPONSIBILITIES:

- Creating written content related to upcoming, current, and past programming at Asia Society worldwide locations
- Producing, editing, and narrating podcast episodes of varying lengths, using existing Asia Society content and also some original interviews
- Editing and producing videos for Asia Society's website, YouTube, and social media channels
- Helping strategize the best methods to get Asia Society content in front of targeted and new audiences with the goal of inspiring them to visit, support, and join the organization
- Curating visually arresting photo essays using a variety of sources, including Asia Society photographers and Getty Images

- Copyediting submissions to the site and working closely with contributors
- 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
- A minimum of two years' experience in digital content creation and/or management is preferred
- Excellent writing and copyediting skills, preferably with experience writing and editing for a public facing website
- Marketing experience ideally at a nonprofit organization
- A deep understanding of what makes great online editorial content and proven ability to drive traffic to this content
- Experience using social media to engage and build audiences
- Working knowledge of Drupal (or a similar content management system), Photoshop, Adobe Premiere, audio recording and editing software, Google Analytics, Google Docs, and Microsoft Office
- 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:

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

How To Apply:

Please email your cover letter, resume, salary requirements, and five work samples relevant to the Content Producer position to onlinejobs@asiasociety.org. Be sure to indicate job title and reference code in the subject line. Incomplete applications 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.

Asia
Society



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John D. Rockefeller 3rd

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