



Navigating Shared Futures

Asia Society Career Opportunity

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Location: New York

Position: Chief Digital and Communications Officer
- Code 2206

FSLA Exemption Status: Exempt

SUMMARY:

Founded in 1956, Asia Society's purpose is to navigate shared futures for Asia and the world across policy, arts and culture, education, sustainability, business, and technology. We provide a platform for dialogue and encourage a diversity of views as we try to find the most effective ways forward. Headquartered in New York City, the organization has 12 other Centers around the world, a global staff of 235, and an annual global operating budget in excess of \$44m.

This individual, as a key member of Asia Society's senior leadership team, is responsible for elevating Asia Society into a premier digital forward organization by leveraging its unique global programmatic and intellectual assets for maximum reach and impact.

RESPONSIBILITIES:

- Design an integrated and industry-leading digital communications and audience outreach and engagement strategy to advance Asia Society's global mission, broaden an engaged global audience, and leverage its expert voices, content, events and programming (spanning the areas of policy, arts and culture, and education).
- Build a team and structure to execute the digital strategy, including defining roles and responsibilities, recruitment and/or training, integrating into organization-wide SOP practices digital automation, data collection, video and online production, AI analytics and marketing tools and such as Salesforce Marketing Cloud and Einstein AI.



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- Facilitate effective inter-department and cross-Center collaboration integrating and digitally repurposing curated global content, marketing and outreach to targeted audiences on a variety of digital platforms and, furthering membership and network engagement.
- Drive the development of a compelling, effective, data-driven, and cross-culturally sensitive multi-channel digital presence resulting in vibrant and responsive digital communications that support key Asia Society program objectives and initiatives. Develop and implement plans for targeted constituent messaging in all digital channels and appropriate platforms.
- Design and execute a forward-facing global media relations strategy to integrate the digital with traditional media platforms, performance, and penetration. This includes enhancing the Asia Society's traditional media profile by building relationships that will help bolster earned media through press appearances, mentions, and op-ed placements in order to position the organization as a wellspring for expert insights, commentary, and reaction.
- Define impact and success metrics and needed measurement tools and processes to ensure that media and outreach goals are measured consistently with a view on ROI, and digital outreach analytics are used for data-driven course correction and decision-making. Create feedback opportunities with audiences and content consumers to have tight learning loops and rapid course correction.
- Working closely with senior leadership and the development team, help attract additional funding to expand capacity and impact.
- Act as a player-coach to lead a team encompassing multimedia production and storytelling, social media management, web development, media relations, virtual events, marketing, audience engagement, membership building, data collection and analytics, and branding.
- Serve as a key member of the senior management team, advising the President and COO of both media opportunities and digital tools, platforms, and



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techniques to best advance Asia Society's digital strategy. Work with the President's office to build and maintain a strong 24/7 global crisis communications protocol and capability.

QUALIFICATIONS:

- Master's degree preferred with 7-9 years' related work experience with increasing levels of leadership
- Experience with a CRM and Marketing tools are a must with knowledge of Salesforce and Marketing Cloud a plus. Proven expertise with a variety of online production and digital program tools and platforms is critical.
- Experience in building and running an organizational digital transformation, advancing organizational strategy goals and sustainable growth, with nonprofit experience a plus
- Outstanding analytical, verbal, written and overall communications skills
- Proven organizational skills, with a strong ability to set priorities, manage multiple tasks, and think creatively
- A team player with positive attitude and sense of humor and ability to mentor junior staff and coach teams for maximum performance; leading by example by managing and showing excellence in execution in their own portfolio
- Experience with international communications teams is a strong plus
- Exceptional interpersonal skills; Strong ability to interact with the public and high-level individuals and work collaboratively with diverse constituencies
- Ability and experience with relevant analytic tools with the ability to course correct when needed
- Experience with automated marketing and analytic tools with experience with Salesforce CRM, Einstein AI, Marketing Cloud a plus.
- Experience with video production and digital platform programs and tools a must.



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Asia Society offers a competitive salary, as well as a comprehensive benefits package. For benefits information please visit www.asiasociety.org/about/careers and click on "Employee Benefits" to view our full benefits summary.

HOW TO APPLY:

Please email your cover letter and resume indicating position reference code 2206 and salary requirements to: hrjobs@asiasociety.org.

Indicate job title 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.