



Navigating Shared Futures

Asia Society Career Opportunity

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WASHINGTON, D.C.

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Location: New York

Position: Digital Marketing Coordinator - Code 2224

FSLA Exemption Status: Non-Exempt

SUMMARY:

AsiaStore, Asia Society's award winning decorative arts boutique and bookstore, is a unique and dynamic retail environment that showcases the modern Asian lifestyle. With a commitment to featuring the renowned brands of Asia and promoting emerging design talent, AsiaStore is at the forefront of presenting the best in Asian design and literature.

AsiaStore is seeking a creative, technically skilled, retail savvy individual with expertise in e-commerce, social media and digital marketing. The position requires an innovative, entrepreneurial individual with exemplary knowledge of and experience with online retail and outreach marketing to strategically expand AsiaStore's Ecommerce and social media presence and bring in a new customer base. This individual will play an active role in re-conceptualizing AsiaStore's website; transitioning AsiaStore.org to a platform commerce platform; creating content and developing campaigns for AsiaStore's social media platforms and e-commerce. The successful individual will know how to build revenue and audience, working creating with a limited marketing budget.

RESPONSIBILITIES:

- Assisting with website redesign
- Spearheading transition of existing site to Big Commerce as a new Ecommerce platform
- Tailoring portfolio of Ecommerce offerings to make it a platform for growth - including through partnerships with designers, authors and communication initiatives



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- Implementing a digital strategy to improve traffic, sales and optimization of the Ecommerce site, leveraging Salesforce CRM and Marketing Cloud tools
- Identifying and implementing new opportunities throughout the customer journey to deliver high performing, customer interactions, and touchpoints
- Developing content and coordinating marketing, email, social media, and website campaigns
- Updating, maintaining website and social media platforms
- Expanding online customer base and driving revenue
- Member and customer stewardship through strategic outreach
- Monitoring and analyzing online metrics, tracking campaigns and reporting on website statistics and key performance indicators
- Working with Asia Society's Salesforce team to create Dashboards and reports
- Billing, invoicing tracking
- Other duties as assigned

QUALIFICATIONS:

- Bachelor's degree in Retail Marketing or related fields and 2-3 years related work experience in Ecommerce management and digital marketing
- Proven knowledge of concepts, practices, and procedures within the retail industry (with a strong focus on Ecommerce and digital marketing)
- Experience working on an Ecommerce operation with entrepreneurial spirit
- Demonstrable experience coordinating marketing, email, social media, and website campaigns
- Expertise in customer journey management, and digital communications
- Adept at managing social media platforms
- Proficient photography skills

This position is part-time, working 20 hours per week.

HOW TO APPLY:



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Please email your cover letter and resume indicating position reference code 2224 and salary requirements to: asiastorejobs@asiasociety.org

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