



*Navigating Shared Futures*

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## Asia Society Career Opportunity

**Location:** New York

**Department:** Digital and Communications

**Position:** Digital Strategy Manager, Asia Society Policy Institute

**FSLA Exemption Status:** Non-Exempt

### SUMMARY:

Asia Society, founded by John D. Rockefeller the 3rd in 1956, is a global non-profit dedicated to identifying future pathways for Asia and the world which enhance peace, prosperity, freedom, equality, and sustainability. Headquartered in NYC, with 15 Centers located in Asia, the US and Europe, Asia Society has a dynamic and impressive Board of Trustees of more than 70 international leaders representing thought leadership in policy, the arts, education as well as in governance and philanthropy.

With a problem-solving mandate, Asia Society Policy Institute (ASPI) is a think- and do- tank that tackles major policy challenges confronting the Asia Pacific in security, prosperity, sustainability, and the development of common norms and values for the region.

ASPI seeks a hands-on Digital Strategy Manager who can leverage our experts, programs, and policy analysis to create dynamic content. We're looking for someone who likes to do it all – edit a video, design a social graphic, and write compelling copy, all the while driving a real content strategy.

### RESPONSIBILITIES:

- Develop and lead a digital content strategy for ASPI focused on growing an online audience of policy professionals as well as the general public
- Leverage ASPI's assets and experts to create dynamic content for ASPI's website and social media channels.
- Collaborate with ASPI experts and staff to identify and act on high-impact opportunities to increase the visibility of ASPI initiatives and activities
- Consult with ASPI experts and staff on individual initiatives to create comprehensive digital strategies that align with ASPI's overall content strategy
- Create video and graphic content for social media platforms including Twitter, Facebook, Instagram
- Other duties, as assigned

### REQUIREMENTS:



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- Minimum of 5 years of experience creating social content for an organization, high-profile individual, or brand
- Outstanding written and oral communications skills with proven ability to present information clearly, concisely, and persuasively
- Demonstrated ability as a digital storyteller
- A real interest in public policy and Asia
- Attention to detail and hyper-organized
- Fluency in written and oral English required; familiarity with another Asian language is a plus.

### **ABOUT ASIA SOCIETY**

Asia Society is committed to creating a diverse, inclusive, and empowering workplace. We believe that engaging staff, interns, and volunteers with diverse backgrounds enables us to better realize our mission of navigating shared futures.

Asia Society offers a generous benefits package including health, dental, and vision coverage, a 403(b) retirement plan, numerous paid holidays, tuition reimbursement, self-development hours, and more. Please visit [www.asiasociety.org/about/careers](http://www.asiasociety.org/about/careers) and click on “Employee Benefits” to view our full benefits summary

Benefit package highlights:

- An HRA plan (fully funded by Asia Society) supplements our medical plan and covers the full annual deductible.
- After 1 year of service (1,000 hours), Asia Society contributes 6% of gross earnings to an eligible employee’s 403(b) account, regardless of whether the employee makes their own contributions.
- Asia Society offers Self-Development time off, including Self-Development Summer Fridays between July 4<sup>th</sup> and Labor Day.

Asia Society is an equal opportunity employer. Women and people of color are strongly encouraged to apply.

### **HOW TO APPLY:**

To be considered for this role, all interested applicants must submit a completed application to: [marketingjobs@AsiaSociety.org](mailto:marketingjobs@AsiaSociety.org)

A completed application must include:

- Resume or CV
- Cover Letter
- Salary Requirements
- Subject line including the job title