

## Asia Society Career Opportunity

**Location:** New York

**Position:** Director, Global Online Giving Code 1925

### Position Summary:

Asia Society was founded on the tenacious belief that genuine understanding across cultures unlocks the potential for a peaceful and sustainable world. Our New York headquarters on Park Avenue in NYC, coordinates work in our 13 Centers throughout the world where we're leveraging new digital tools and a to reach and galvanize people anywhere in the world who see themselves as members of our global community and want to work with us toward these goals at this critical moment in history.

As part of our new 5-Year Strategic Plan, we are putting digital at the heart of our growth strategy and are looking for a unique individual that is excited to pioneer Asia Society's digital fundraising and engagement strategy. In addition to being a key member of the headquarters Development staff, the Director, Global Online Giving will also become an online giving expert for Asia Society's other 13 Centers around the world, with the potential to travel to our Asia Centers. This individual will report to the Managing Director of Development and work closely with other departments, especially with Marketing to develop and manage digital outreach, engagement and fundraising campaigns. The individual will also assist in the development and execution of strategies for recruiting and cultivating new, non-traditional global members and donors to help Asia Society broaden our base of supporters.

### Responsibilities:

- Develop, launch and manage multi-channel outreach and fundraising campaigns to advance and build support for Asia Society's content and work in all areas, including policy, arts and education. Key campaign tactics will include email, online giving, digital ads, event invitations, social media, SMS and other mobile tools, website content marketing, and more.
- Work closely with EA and marketing teams, using the Marketing Cloud suite of tools to write and edit email action alerts, fundraising appeals, eNewsletter blurbs, SMS copy, campaign plans, creative briefs, online video scripts, copy for graphics, and more.
- Coordinate planning and development of giving campaigns with other key teams, particularly Membership, Development, Policy, Arts and Education.
- Establish metrics and use analytics to create management reports to measure impact and quickly assess and course correct if fundraising, membership and donor acquisition and other impact measures are not being met.

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John D. Rockefeller 3rd

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AsiaSociety.org

- Assist in managing paid and earned email and mobile number acquisition strategies that grow Asia Society’s membership and donor support base, including online advertising on social media and websites, search marketing, list chaperoning, list appends, etc.
- Work to ensure successful promotion and engagement of our campaigns on social media, both with outside vendors and with Marketing staff.
- Develop and incorporate testing strategies into campaigns.
- Other duties as assigned.

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### Qualifications:

- BA or BS in a related field (either technical or marketing) is required; exceptional candidates with awesome experience and knock-our-socks-off track records
- Applicants should have 7-9 years professional experience in the digital advocacy and fundraising space, ideally with experience using Salesforce CRM and Marketing Cloud tools
- Knowledge of and/or experience in Asia and Asian digital platforms is a definite plus; as is fluency in an Asian language.
- Knowledge of digital engagement best practices is critical.
- Strong writing and editing skills are a must, including experience writing direct response outreach and fundraising emails and the ability to adapt writing style to Asia Society’s brand “voice”. Must also have an understanding of email and web copy writing best practices, demonstrated ability to produce copy that is clear, compelling and motivating.
- Must be able to juggle multiple tasks and strategically prioritize, in a rapidly changing environment while meeting deliverable deadlines.
- Strong quantitative and analytics skills and understanding, and experience producing and analyzing digital advocacy and fundraising metrics using CRM and Marketing Cloud tools.
- Experience acquiring and engaging new, non-traditional audiences is a plus.
- Working knowledge of Salesforce CRM, Marketing Cloud, Google Analytics, and/or similar platforms and tools) and their technical capabilities as they relate to digital strategy and campaign planning is a requirement.

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### How to Apply:

Please email your cover letter, resume and salary expectations to:  
[hrjobs@asiasociety.org](mailto:hrjobs@asiasociety.org). List job code 1925 and 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 is having been received unless your email is bounced back.

Asia Society is an equal opportunity employer.

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