



*Navigating Shared Futures*

## **Asia Society Career Opportunity**

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**Location:** New York

**Position:** E-Commerce and 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 E-commerce 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 E-commerce platform
- Tailoring portfolio of E-commerce 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 E-commerce 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 E-commerce management and digital marketing
- Proven knowledge of concepts, practices, and procedures within the retail industry (with a strong focus on E-commerce and digital marketing)
- Experience working on an E-commerce 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:**

Please submit your cover letter and resume indicating position reference code 2224 and salary requirements to: [asiastorejobs@asiasociety.org](mailto:asiastorejobs@asiasociety.org)



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Asia Society is an Equal Opportunity Employer.