



Navigating Shared Futures

Asia Society Career Opportunity

HONG KONG

HOUSTON

LOS ANGELES

MANILA

MELBOURNE

MUMBAI

NEW YORK

SAN FRANCISCO

SEOUL

SYDNEY

TOKYO

WASHINGTON, D.C.

ZURICH

Location:	New York
Department:	Digital and Communications
Position:	Manager, Global Social Media
FSLA Exemption Status:	Exempt
Reports To:	Chief Content Officer

SUMMARY:

The 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, the 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.

The Manager, Global Social Media oversees Asia Society's primary social media channels and serves as a strategy leader to our centers across the world managing their own social presences. This person will execute content as well as channel strategy, and use data to grow our audiences and reach. The Manager, Global Social Media will create and execute social campaigns for major events, programs, and causes, and also attend Asia Society programs and events to capture and create content.

RESPONSIBILITIES:

- Oversee Asia Society's global social media channels
- Advise leadership and our global centers on social strategy best practices
- Identify opportunities to increase Asia Society's brand presence online
- Cultivate relationships with digital partners and social media influencers that can help amplify our mission
- Proactively guide how our content should improve to match the needs of our audiences, as well as on how to grow our audiences across channels
- Keep track of trends and advise on new opportunities to leverage Asia Society's assets and brand
- Use data and analytics to constantly improve our social reach and following
- Other duties, as assigned

REQUIREMENTS:



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- 3-4 years related experience
- Experience running and growing social channels for brands, organizations, or individuals
- Excellent writing and editing skills
- Ability to create basic graphics and videos
- Understanding of how to use data to improve content and grow audience
- Eagerness to be an internal thought leader on social strategy
- Experience in fast-paced environments including rapid response scenarios
- Passion for Asia and the mission of the Asia Society

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 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 4th 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

A completed application must include:

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