

Job Title: Marketing and Communications Manager
Reports to: Senior Vice President of Marketing and Communications
Classification: Full-time, Exempt
Work Schedule: 40 hours per week, will be required to work some evenings and weekends

Organizational Summary:

Asia Society Texas Center is located in the heart of Houston's tranquil Museum District and is housed in the stunningly beautiful building at 1370 Southmore Boulevard, designed by famed architect Yoshio Taniguchi.

With 12 locations throughout the world, Asia Society is the leading educational organization promoting mutual understanding and strengthening partnerships among the peoples, leaders, and institutions of Asia and the West.

Asia Society Texas Center executes the global mission with a local focus, enriching, and engaging the vast diversity of Houston through innovative, relevant programs in arts and culture, business and policy, education, and community outreach. Asia Society Texas Center operates as a separate 501(c)(3) organization and is an affiliate of the Asia Society global network.

Position Overview:

The Marketing and Communications Manager reports to the Vice President of Marketing and Communications to ensure consistent, accurate, and engaging communications via all marketing, publicity, and donor platforms.

Responsibilities:

- Produces marketing and program materials, including flyers, posters, event calendars, board briefings, ads, online content, and e-newsletters.
- Serves as primary contact for maintenance and content creation for agency's website, including event pages, ticketing pages, blog posts, and event recaps.
- Takes ownership of social media portals and assists in devising strategy for multiple platforms including Facebook, Twitter, Instagram, and others.
- Manages projects with contract graphic designer for program collateral and fundraising materials.
- Ensures that all materials are aligned with Asia Society's brand identity.
- Measures and reports on the effectiveness of communications activities.
- Archives press coverage, photography, promotional materials, and other collateral.
- Other duties as assigned.

Qualifications:

- Bachelor's degree, preferably in public relations, communications, marketing, English, Asian studies, international studies, or Political Science, or comparable work experience.
- 2 to 3 years' experience working in marketing, communications, or for a nonprofit or a cultural institution.
- Working knowledge of HTML, Photoshop, InDesign, and Excel. Experience with Drupal preferred.
- Experience with social media platforms, including Hootsuite, Twitter, Facebook, YouTube, Instagram, and others; as well as strong writing skills.

- Adept at writing and editing under deadline.
- Basic photography and video editing skills.
- Bilingual is a plus.

Personal Characteristics:

- Team player who collaborates well with colleagues, board members, community members, and donors.
- Mature, diplomatic, and calm under pressure.
- Demonstrated resourcefulness and creativity.
- Values diversity of thought, background, and perspective. Welcoming to people of diverse backgrounds.
- Ability to multi-task in a fast-paced environment while maintaining attention to detail.
- Personal integrity, high ethical standards, good judgement.
- Strong communication skills; highly organized.
- Self-starter; able to work independently and with other departments to achieve institutional goals.
- Interest in new technologies and willingness to learn and implement new computer-based applications and communication tools.

Requirements:

To perform this job successfully, an individual must be able to perform each essential duty. The qualifications listed with this job description are representative of the knowledge, skill and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Language Skills:

Ability to read, analyze and interpret event quotes, budgets, and timelines. Ability to respond effectively to sensitive inquiries or complaints. Ability to write content appropriate for various constituencies. Comfortable and competent in speaking to visitors.

Work Environment:

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. While performing the duties of this job, the employee is occasionally exposed to wet and/or humid conditions and outside weather conditions. The noise level in the work environment is usually moderate.

Physical Demands:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. While performing the duties of this job, the employee is regularly required to sit; use hands to finger, handle, or feel; reach with hands and arms and talk or hear. The employee is occasionally required to stand and walk. The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception and ability to adjust focus.

How to Apply:

Please email your cover letter, resume, and 1 work sample to: HRDept@asiasociety.org. Indicate job title in the subject line.

Incomplete applications will not be accepted. No phone calls, please. Only those candidates considered for an interview will be contacted. Finalists will be required to provide three current references and complete a background check.