

Asia Society Career Opportunity

Location: New York

Position: Program Associate II, CLI, Center for Global Education
Code: 2012

Purpose:

Asia Society's Center for Global Education, China Learning Initiatives (CLI) team is looking for a Program Associate II.

The Center for Global Education (CGE) at Asia Society partners with leaders and institutions from around the world to tackle one of the most critical education challenges today: how to educate all students for employability and citizenship in a global era. As part of CGE, the CLI team promotes Chinese language and culture to K-16 students across the United States. It is our aim to strengthen the Chinese language field and to make Mandarin language and culture accessible to American youth.

The Program Associate II will spearhead CLI's efforts to drive student/alumni and university engagement. His/her responsibilities will include (1) engagement with students and alumni of our Chinese language partner school network, particularly creating engagement pathways between students/alumni, the Asia Society and its US-based centers, and our corporate and institutional stakeholders, (2) overseeing our media platform-chinosity.com, (3) developing and executing social media campaigns that promote Chinese language learning to young people, including the #WhySpeakChinese social media campaign, and (4) planning and executing the Zhi-xing China Fellowship program. This role will also provide limited assistance in the planning and execution of the National Chinese Language Conference.

RESPONSIBILITIES:

I. Chinosity

About Chinosity: Chinosity is an online media project that delivers news on Chinese entertainment and modern cultural phenomenon to a global audience. Our global, cross-platform network includes our site, YouTube channel, Twitter, Facebook, and Instagram, as well as other digital platforms. We strive to connect to our audience- young people interested in China's pop culture and entertainment phenomenon and create content worth sharing.

For more information, please visit: www.chinosity.com

- Develop social media and marketing strategies to drive website traffic and engagement across Chinosity's website and social media platforms
- Develop partnerships with other organizations, businesses, and universities to strengthen the Chinosity brand
- Lead the Chinosity marketing team
- Manage Chinosity website and social media content



Founded in 1956 by
John D. Rockefeller 3rd

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II. Establish an alumni association for Asia Society's Chinese Language Partner Network

About our Network: CLI has a network of 100 partner schools/districts in 27 states and Washington, D.C. that have Chinese language programs; our partner schools/districts '300 Chinese teachers instruct 30,000 Chinese learners each year. The Program Associate will help us expand our engagement with our Network by establishing an alumni association for Chinese learners that have graduated from our partner schools/districts.

III. Coordinate the student recruitment and planning process of Zhi-Xing Fellows

About Zhi-Xing Fellows: The Fellowship was officially launched in 2017 with the goal of inspiring and building connections between the next generation of global leaders in the US and China. Jointly implemented by China Education Association for International Exchange (CEAIE) and Asia Society, this Fellowship is a highlight of U.S-China People-to-People Exchange, championed by the US Secretary of State and the Chinese counterpart.

Annually, 60 student leaders, with equal representation from the US and China, are selected from the most prestigious universities. Together, they carry out research activities in China over a period of three weeks. The Fellowship combines seminars and lectures with field visits, and culminates in capstone projects through which fellows present their findings.

For more information, please visit: <https://www.zhixingfellows.com/>

- Develop a recruitment strategy and manage the recruitment and selection process for the Zhi-Xing Fellows program.
- Engage with American universities and colleges
- Coordinate the production of promotional materials, including video, flyer, handbook, etc.
- Manage communications with applicants and selected fellows.
- Manage the program official email account, and address all coming inquires.
- Liaise with the program's partner.

IV. Assist the CLI staff and the College Board in the planning and production of the annual National Chinese Language Conference

- Organize school visits
- Manage relations with vendors and contractors of the conference
- Manage, maintain and update the structure of the conference website and App
- Lead the production of the program book

QUALIFICATIONS:

- Bachelor's degree required
- 2-4 years of experience in events planning, social media/PR, and program management
- Fluent in English; Proficiency in Chinese is preferred but not required
- Excellent multitasking and organizational skills
- Excellent cross-culture communication skills
- Experience working with international exchange programs preferred
- Must be proficient in all Microsoft Office applications

- Strong grasp of social media platforms, including Facebook, Instagram, YouTube and Twitter
- Proficiency in WordPress, Mailchimp, Drupal 8, Photoshop, and Salesforce Marketing Cloud and Social Studio is preferred

How To Apply:

Please email cover letter, resume, and salary requirements to educationjobs@asiasociety.org. Indicate job title and reference code 2012 in the subject line. No phone calls please. Applications that fail to include all requested materials will not be considered. Please regard your application materials as having been received unless your email is bounced back.

Asia Society offers a [generous benefits package](#).

Asia Society is an equal opportunity employer.