Navigating Shared Futures

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Asia Society Career Opportunity

Location: New York

Department: Digital and Communications

Position: Senior Marketing Manager

FSLA Exemption Status: Exempt

Reports To: Director, Communications and Marketing

SUMMARY:

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, 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 Senior Marketing Manager is responsible for Asia Society's marketing strategy focused on our NY Museum, global programming, and events -- both online and in person. Leveraging email, social, advertising, and other tools, the Senior Marketing Manager will work closely with internal and external stakeholders to plan and execute creative marketing campaigns and activations aimed at generating attendance, digital engagement, monetization, and membership.

RESPONSIBILITIES:
- Plan and execute marketing campaigns to generate attendance and attract new audiences to the Asia Society
- Develop email marketing strategy to engage existing audiences to attend events, consume content, and become members
- Lead a social media strategy to drive engagement and grow our audience
- Build ad campaigns to raise awareness, list build, and build for events
- Create and maintain partnerships with artists, influencers, and other non-profits
- Identify ways to expand our audience and look for new ones
- Other duties, as assigned

REQUIREMENTS:
- College degree and 5+ years running marketing campaigns for brands, non-profits, or campaigns

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- Highly motivated, poised and collaborative with strong multi-tasking skills; ability to stay focused on the big picture while diving into the weeds when needed
- Ability to represent Asia Society to external partners and organizations, and to work proactively and collaboratively with various internal departments to ensure projects are completed on deadline and within budget.
- Excellent writing and editing skills
- Interest or experience in Asia and the work of the Asia Society attitude.

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