



Navigating Shared Futures

Asia Society Career Opportunity

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Location: New York

Department: Digital and Communications

Position: Social Media Strategist

FSLA Exemption Status: Non-Exempt

SUMMARY:

Asia Society is looking for a Social Media Strategist to create content and help manage our global social media platforms. The Social Media Strategist will be responsible for building and managing a social calendar, creating written, video, and graphic content, using data to optimize our social strategy, and coming up with and pitching new content ideas. This person needs to be creative and also analytical, with a willingness to try new things and a strong attention to detail, execute content as well as channel strategy, and use data to grow our audiences and reach.

RESPONSIBILITIES:

- Create engaging written, video, and graphic content for Asia Society's global social media channels
- Manage a social calendar and use Marketing Cloud to schedule, publish, and track our content
- Actively monitor Asia Society's social media presence, including opportunities for engagement and conversation about our work
- Keep track of trends and pitch new opportunities to leverage Asia Society's assets and brand
- Use data and analytics to constantly improve our social reach and following
- Additional duties, as assigned

REQUIREMENTS:

- 1-2 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



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- 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 Asia Society

ABOUT ASIA SOCIETY

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.

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:



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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