

## Asia Society Career Opportunity

**Location:** New York  
**Position:** Executive Director, Communications (Grade 10) – Code 0920  
**Posted:** 7/22/09

### Purpose:

The Executive Director of Communications is responsible for media relations and marketing on behalf of the Asia Society.

### Responsibilities:

- Drive the development and implementation of Communications (media relations and marketing) outreach strategy for the Asia Society as an organization and across all program areas – policy, business, education, arts and culture.
- Manage Asia Society media relations and marketing budget and staff.
- Work closely with the Executive Director, Asia Society Online and his/her team.
- Media Relations:
  - Increase the public profile of the Asia Society by developing and implementing an aggressive and proactive media strategy.
  - Establish the Asia Society as the central media hub for journalists seeking top expertise and analysis about Asia.
  - Build strong relationships with global and local media outlets and generate publicity, media interest in and media coverage of Asia Society exhibitions, events, initiatives, and expertise.
  - Initiate, develop and manage media partnerships in the US and Asia
  - Proactively pitch and develop stories about Asia and the Asia Society to print, online, radio, and television press.
  - Respond immediately to breaking news related to Asia with news alerts pitching original story angles and expertise
  - Initiate, develop and facilitate the writing of articles and opinion pieces for publication in relevant publications.
  - Initiate and create original multimedia content of Asia Society expertise and programming for dissemination to relevant media outlets
  - Oversee the day-to-day press operations including fielding and answering media inquiries.
  - Oversee the maintenance of media contact databases and profile of key media outlets and reporters.
  - Supervise the writing of the organization's press releases, media advisories, and fact sheets.
  - Evaluate all media and personal appearance requests of Asia Society staff

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**WORLD HEADQUARTERS:**  
725 Park Avenue  
New York, NY 10021-5088  
Phone 212.288.6400  
Fax 212.517.8315  
[www.asiasociety.org](http://www.asiasociety.org)

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- and help develop interview techniques and talking points.
  - Supervise press conferences, media previews and other public relations events.
  - Coordinate media outreach activities of Asia Society Centers globally
  - Institute measurement tools to gauge effectiveness of marketing and media relations efforts.
  - Serve as a spokesman and public face for the Society in a variety of events and activities.
- Marketing:
    - Manage and oversee marketing activities for the Asia Society, including the development of promotional materials, paid media, and global branding.
    - Develop and implement activities to build the global brands of the Society, including managing global branding guidelines and overseeing Society trademarks.
    - Oversee the development of all marketing/media materials for Asia Society including design.
    - Develop partnerships with media organizations designed to further Asia Society's reach and brand.
    - Establish and maintain marketing partnerships geared to specific interest groups.
    - Employ and expand use of digital media marketing including social networking and online initiatives.
  - Other duties as assigned.

### Requirements:

- Visionary self-starter with project management experience and skills, creative approaches to outreach, exceptional inter-personal skills, ability to work successfully with extremely diverse constituencies, highly organized, with strong attention to detail, energy and enthusiasm. Must have strong pitching, writing, editing and verbal communications skills and strong new and multimedia skills.
- Broad interest that spans the fields of art, culture, policy, business, and education, and the ability to strongly promote Asia Society activities in all of these fields.
- Extensive global media contacts in print, broadcast, and web news across the above fields—reporters, editors, and producers.
- Extensive familiarity with international news outlets and their traditional and new media needs.

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- Significant background in on-line communications.
- Bachelor's Degree in Journalism, Communications/Public Relations, Marketing, English, International Relations, Asian Studies, or Political Science or advanced degree in related field preferred.
- 10 years of experience working in journalism, public relations, communications and/or marketing.
- International experience and knowledge of Asia required.

### How to apply:

For positions in New York, please email your letter and resume indicating position reference code and salary requirements to: [evpjobs@asiasociety.org](mailto:evpjobs@asiasociety.org). Indicate job title in the subject line. No phone calls, please. Only those candidates considered for an interview will be contacted. Please regard your resume as having been received unless your email is bounced back.

Thank you for your interest in the position and Asia Society. Subscribe to eNews, our weekly email newsletter, and receive information on Asia Society programs and activities: [AsiaSociety.org/eNews](http://AsiaSociety.org/eNews).

*The Asia Society is an equal-opportunity employer.*

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