

Asia Society Career Opportunity

Location: New York

Position: Senior Content Manager (Grade 6) Code 1535

Application Deadline: July 3, 2015

Purpose:

Asia Society is looking for an experienced new media professional to help manage the production of editorial and promotional content for its global and New York web audiences. Reporting directly to the Chief Content Officer, and working closely with the Director of Communications, the Senior Content Manager plays a critical role in ensuring that Asia Society's website and social media platforms are regularly updated with engaging content linked to the organization's diverse range of programming and expertise, which spans arts, policy, and education. The ideal candidate would have several years experience working in a fast-paced online newsroom environment and the ability to simultaneously juggle many different tasks and projects. The position calls for a seasoned copyeditor and writer who possesses a meticulous eye for detail, a gift for coming up with the perfect headline or tweet, and a knack for choosing the right visuals to accompany a story. The Senior Content Manager must also be tech savvy, on top of the latest trends in online publishing and social media, and able to master Asia Society's Drupal-based content management system. Candidates must be passionate about Asia and what Asia Society does, and arrive with creative ideas about how to best represent the institution online. The position calls for an inherently curious individual with a varied range of interests who is excited about working closely with a diverse group of passionate colleagues.

Responsibilities:

- Help oversee and edit Asia Society's global blog, *Asia Blog*.
- Serve as the point person for all editorial content related to events that occur at Asia Society's New York headquarters, working closely with New York-based program teams and other staff to ensure that all events receive warranted online coverage and promotion, both pre- and post-event.
- Maintain the New York section of the Asia Society website, including the homepage and the New York blog.
- Interact regularly with the Senior Multimedia Producer and the New

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www.AsiaSociety.org

- York AV team regarding video coverage of New York events.
- Help develop and maintain an editorial calendar.
- Oversee and help produce Asia Society's weekly *eNews* newsletter.
- Establish a close working relationship with the Manager of Museum Digital Strategy and the Museum Publications Coordinator regarding Asia Society Museum's presence on the New York website.
- Help oversee and mentor two Content Producers.
- Copy-edit submissions to the site for content and style and work closely with contributors.
- Help oversee and update Asia Society's global and New York social media platforms.
- Regularly offer creative and fresh content ideas that can help promote the organization, introduce Asia Society to new users, and increase attendance at our events, exhibitions and activities.
- Write original content for Asia Society's global and New York websites.
- Help to ensure that all aspects of Asia Society's website are accurate and up to date.
- Other duties as assigned.

Qualifications:

- A minimum of 3-4 years experience (mid-level or higher), in a fast-paced digital media environment.
- Impeccable copyediting and writing skills, preferably with experience working for a public facing website with journalistic content. The Senior Content Manager will often be the final set of eyes to see a piece of content before it gets published.
- Hands-on experience using Drupal (or a similar content management system), Photoshop, Google Analytics, and Google Docs at a high level. Working knowledge of Adobe Premiere, while not mandatory, is desirable.
- The ability to craft engaging and SEO-friendly headlines and to choose the perfect image to accompany a story.
- A deep understanding of what makes great online editorial content and a proven ability to drive traffic to this content.
- Professional experience using a variety of social media platforms to engage and build audiences, and knowledge of what works and what doesn't.
- Knowledge of and the ability to implement SEO tactics.
- A strong attention to detail, and the ability to organize and plan multiple projects concurrently, while meeting deadlines.
- Excellent communication skills, and the ability to work well with

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- others.
- An interest in mentoring Content Producers and other website contributors, and the proven ability to do so.
 - Familiarity with emerging technology and current knowledge of trends and innovations in digital media.
 - A passion for Asia and the work of Asia Society, including the arts, education, business and policy.
 - Familiarity with New York's museum and public events scene and an enthusiastic interest in increasing awareness of all that Asia Society has to offer.
 - Proficiency in an Asian language preferred, but not mandatory.

How To Apply:

Please email your cover letter, resume, and salary requirements to: onlinejobs@asiasociety.org. Indicate job title and reference code in the subject line. Resumes without cover letters will not be accepted. 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.

Asia Society is an equal opportunity employer.

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