

Job Description

Title: Associate Director, Communications	Reports to: Editorial and Communications Director and Chief Rep of China office
Location: Beijing, China	
Start date: Immediate	Status: Full-time

Summary

The Associate Director is responsible for delivering high-impact external communications through media publications and events, social media and online websites and blogs to enhance the awareness and effectiveness of the Paulson Institute's (PI's) work in China. This person will help foster and manage relationships with domestic and international media and vendors as well as with our partner organizations and other important entities. Working with the Institute's Program teams in developing an impactful communications strategy is critical for success in this role.

Responsibilities:

- ❖ Overall communications strategy
 - Work with Editorial and Communications Director to develop yearly communications strategy for China
 - Research critical events/moments related to the Institute's focus areas and map out key communications milestones
 - Develop institute-wide or project based key messages and key talking points
 - Continuously measure and evaluate the impact of communications work and adjust accordingly to achieve maximum effectiveness.
- ❖ Media relations and coverage
 - Develop and maintain regular, sustained relationships and partnerships with important Chinese and international media representatives
 - Work with media on in-depth coverage of subject matter related to Institute activities and projects
 - Initiate and manage media events, including but not limited to press conferences, media roundtables and one-on-one interviews
 - Develop press releases and background materials for media events
 - Track Chinese media reports on the Paulson Institute
- ❖ Online and social media
 - Help build the institute's presence online and on social media, with the idea of promoting the institute's messaging
 - Supervise the Institute's social media accounts, including WeChat, LinkedIn, Weibo, etc. Write and post entries to the accounts
 - Develop posts that partners and PI staff can circulate on their social media accounts as appropriate
 - Monitor social media related to PI's focus areas for opportunities to link into pertinent conversations
 - Help manage a robust, engaging Chinese-language website/blog.
- ❖ CEO Council and NGO partnership communications
 - Work with Editorial and Communications Director to develop and implement communications for CEO Council, working with communications teams at member companies
 - Work closely with teams across the organization to foster new and promote established partnerships to develop cross promotional relationships with important private Chinese and international NGOs, think tanks, and research institutes.

- ❖ Brand management
 - Ensure PI branding guidelines are correctly applied across all platforms and at all events
 - Manage and update brand assets, including but not limited to latest logos, one pager, brochures, images, footages, and designs of office branded merchandise including letterhead, envelop, fax paper etc.
- ❖ Content generation
 - Work with colleagues to ensure that all content in Chinese on website and in public communications is accurate and well written.
 - Develop Chinese content such as press releases, WeChat/Weibo posts, blogposts, creative videos, etc.
- ❖ Campaign management
 - Develop strategy for communication campaigns to support the promotion of specific PI programs or initiatives
 - Oversee the work of PR/production companies to ensure smooth and high quality implementation

Ideal Profile:

- University degree in English, journalism, similar disciplines
- 7 to 10 years of Communications experience in a similar role
- NGO (non-governmental organization) experience in China is preferred

Competencies:

- Fluent in English and Mandarin with strong writing skills
- Poised, articulate communicator
- Natural at developing relationships; including with top Chinese journalists
- Experience dealing with government, non-profit, and media leaders and decision makers
- Strategic, critical thinker
- Strong analytical skills
- Familiarity with political and social environment for NGOs in China
- Organized project manager
- Action and achievement oriented – able to make things happen
- Adaptable – copes well under pressure and tough deadlines
- Team player – willing to roll up sleeves and do detail work