

Paulson Institute Think Tank Position

Job Title: Digital Marketing and Branding Specialist (Full-Time)

Position Description:

The digital marketing and branding specialist will lead the development of an effective strategy in marketing all think tank products, content, and its experts. He or she will have familiarity with both traditional and social media content and is very comfortable operating on multiple media platforms.

The ideal candidate will be highly self-motivated, driven, creative. He or she will have a keen sense of developing target audiences for think tank products and experts, as well as driving innovative campaigns to raise awareness of the think tank's various efforts. He or she will also be expected to generate various content (including multimedia), as well as manage events and branding for the think tank.

In addition to working collaboratively with the think tank team, he or she will also be capable of working independently and be comfortable operating in a flat, performance-oriented startup culture.

Location: Chicago

Responsibilities include (but are not limited to):

- Develop and execute marketing strategy for think tank and its experts
- Manage target audiences and expand content delivery channels
- Maintain existing partnerships and develop new collaborative opportunities
- Contribute content in multiple forms
- Coordinate and manage think tank events and conferences

Qualifications:

- A minimum of a Bachelor's degree

- Demonstrated experience in communications, marketing, or media
- Highly proficient with multiple media platforms and web analytics tools
- Excellent writing skills and ability to communicate clearly and concisely
- Proficiency in Chinese language and familiarity with Chinese social media a plus but not necessary

Salary and Benefits: Competitive

Contact: All inquiries and applications should be submitted to Damien Ma: dma@paulsoninstitute.org. No phone calls please.

About the Paulson Institute:

The Paulson Institute is an independent and non-partisan US-China center. Founded in 2011 by Henry M. Paulson Jr., former US Treasury Secretary and chairman and chief executive of Goldman Sachs, the institute is based in Chicago, with offices in Washington, Beijing, and San Francisco. The think tank is a constituent part of the institute and focuses on analytical and policy-oriented work on major political economy, financial markets, investment, and energy issues related to China. The think tank is also the convener of the institute's program on cross-border investment.

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