

## Job Description

<b>Title:</b> Communications Director	<b>Reports to:</b> President
<b>Location:</b> Chicago, IL	<b>Status:</b> Full-time
<b>Start date:</b> Immediate	

### Summary

The Communications Director will be responsible for developing an impactful strategy and managing communication activities for the Paulson Institute (PI) in the United States and China. As the leader of the Communications team, this person will be responsible for building and executing a communications strategy for PI's programmatic activities, in consultation with the Chairman, President and Management Committee. The Communications Director will also be responsible for promoting the Institute's programs and experts and managing its website and social media engagements in the United States and China. Impeccable writing skills and the ability to foster and manage relationships are keys to success in this role.

### Responsibilities:

- Manage PI's overall communications strategy and Communications team.
- Develop and implement impactful communications strategies in the United States and China that promote PI and highlight its experts, including Chairman Hank Paulson.
- Secure media opportunities in broadcast, print, and digital media for PI experts by maintaining strong relationships with journalists who cover China, bookers, producers, and editorial page editors.
- Working across the organization and within the Communications team, develop media plans around PI events in the U.S. and China, including strategic input on event ideas and planning, media partnerships and press releases.
- Develop promotional materials to highlight PI's mission, activities and achievements, including an annual report and other overview materials for donors and partners.
- Manage the development of external and internal monthly newsletters.
- Manage communications for the CEO Council, including quarterly newsletters, an annual highlights video, and strategies to promote an ongoing awareness campaign to promote sustainable business practices.
- Oversee the PI website, keeping information relevant and updated; managing the PI blog through conception, writing, and editing of material in various forms, including video content.
- Coordinate PI's web content with that of the Think Tank's website, MacroPolo.
- Develop and oversee social media strategy and materials for PI's social media feeds. This includes writing and editing social media content, at times, and overseeing the Communications team's administration of PI's WeChat and Weibo plans.
- Generate and edit editorial content and quickly edit content produced by PI's team and partners as necessary.
- Assist PI experts, including the Chairman, in preparing for interviews and speaking engagements.
- Assist in writing or editing internal announcements and other staff communications



**Ideal Profile:**

- Minimum 10 years of professional work experience in communications, journalism or similar role
- Extensive experience working with media inside and outside of China
- Experience effectively managing a team
- University degree in communications, journalism or a related field
- Strong communication and organizational skills
- Chinese language skills strongly preferred

**Competencies:**

- Mission driven – demonstrates strong passion for PI's mission
- Poised, articulate communicator – communicates effectively with the ability to appropriately navigate difficult situations at all levels.
- Sophisticated storyteller – understands how to frame a story and make it compelling
- Transformational leader – able to influence and motivate at all levels within and outside of the organization to drive engagement
- Strategic, with strong organizational skills
- Relationship builder – able to forge productive relationships at all levels
- Flexibility – able to learn quickly and adapt to changing circumstances as program plans change
- Team player – able to work collaboratively with program leads to help them fulfill their goals in creative and strategic ways

*To apply, please submit your resume and a cover letter to Cathy Gifford at [cgifford@paulsoninstitute.org](mailto:cgifford@paulsoninstitute.org).*

**Organization Description**

The Paulson Institute is a non-partisan, non-profit “think and do” tank grounded in the principle that today's most pressing economic and environmental challenges can be solved only if the United States and China work in complementary ways. Our mission is to strengthen U.S.-China relations and to advance sustainable economic growth and environmental protection in both countries. Founded in 2011 by Henry M. Paulson, Jr., the 74th Secretary of the Treasury and former Chief Executive Officer of Goldman Sachs, the Paulson Institute is based in Chicago and has offices in Washington DC, San Francisco, and Beijing, China.