

## Paulson Institute Think Tank Position

### Job Title: Marketing Specialist (Full-Time)

#### Position Description:

In this role, you will join a small but experienced, intrepid, and dedicated team to build out the branding, social media, and marketing efforts of [MacroPolo](#), a leading China economics focused digital platform. A one-of-a-kind entity in Chicago, MacroPolo produces innovative and relevant research and analysis of the Chinese political economy and US-China economic dynamics.

As a marketing specialist, your role will be to execute an effective marketing strategy, including growing the user base, raising brand and product awareness, and promoting MacroPolo content. You will be familiar with traditional and various social media channels and be very comfortable operating on multiple media platforms.

The ideal candidate should be highly motivated, creative, and detail-oriented. You will have a keen sense of how to target audiences for MacroPolo products and to how disseminate the knowledge and analysis of its experts. You will be able to pursue, in conjunction with the creative team, innovative campaigns to raise the brand profile, expand the reach, and amplify the voice of MacroPolo.

In addition to working collaboratively within the MacroPolo creative team, you should also be able to work independently and feel comfortable operating in a non-hierarchical, fast-paced, and performance-oriented culture.

#### Location: Chicago

#### Responsibilities include (but are not limited to):

- Execute and support the marketing strategy for MacroPolo products and experts;
- Manage target audiences, diversify content delivery channels, and expand user base;
- Scope strategic partnerships and develop new collaborative opportunities that align with brand;
- Coordinate think tank events and conferences;
- Research and analyze all website and social media analytics;
- Compose and proofread creative copy and marketing-related social media content.

#### Qualifications:

- A minimum of a Bachelor's degree and authorization to work in the United States;
- Experience in marketing content creation, research product marketing, or social media;
- Highly proficient with multiple media platforms, web analytics tools, and email marketing tools;

- A good understanding of target audiences and market segments;
- Excellent writing and research skills in English and the ability to communicate clearly;
- Technical skills, such as WordPress, SEO, data visualization, multimedia, are a plus;
- Proficiency in Chinese language and familiarity with Chinese social media a plus but not necessary.

**Contact:** All inquiries and applications should be submitted to Annie Cantara (acantara@paulsoninstitute.org). No phone calls please.

### **About MacroPolo:**

[MacroPolo](#) is a core pillar of the think tank of the [Paulson Institute](#) at the University of Chicago. Our aim is to “decode China’s economic arrival” across multiple dimensions.

The animating idea behind the new platform is to create a hub for incisive, relevant, and accessible research on China’s political economy. We also examine the multifaceted economic linkages between the world’s two largest economies, the United States and China, with a particular emphasis on cross-border investment.

The research and interactive products on MacroPolo reflect our broad interest in China’s political economy. But we have deliberately narrowed the scope of the platform to focus on areas that are not systematically covered elsewhere yet merit greater prominence and deeper analysis.

As with all products of our think tank, we aim to deliver insights useful to audiences as diverse as economic policymakers, businesses, market participants, and both generalists and specialists.

### **About The Paulson Institute:**

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.

---

The Paulson Institute provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, sex, national origin, age, disability or genetics. In addition to federal law requirements, The Paulson Institute complies with applicable

state and local laws governing nondiscrimination in employment in every location in which the company has facilities. This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation and training. The Paulson Institute expressly prohibits any form of workplace harassment based on race, color, religion, gender, sexual orientation, gender identity or expression, national origin, age, genetic information, disability, or veteran status. Improper interference with the ability of The Paulson Institute's employees to perform their job duties may result in discipline up to and including discharge.