



## **ORGANIZATION DESCRIPTION**

Schwarzman Scholars was inspired by the Rhodes Scholarship, which was founded in 1902 to promote international understanding and peace, and is designed to meet the challenges of the 21<sup>st</sup> century and beyond. Blackstone Co-Founder Stephen A. Schwarzman personally contributed \$100 million to the program and is leading a fundraising campaign to raise an additional \$500 million from private sources to endow the program in perpetuity. The \$600 million endowment will support up to 200 scholars annually from the U.S., China and around the world for a one-year Master's Degree program at Tsinghua University in Beijing, one of China's most prestigious universities, ranked first in Asia, and an indispensable base for the country's political, business, and technological leadership. Scholars chosen for this highly selective program will live in Beijing for a year of study and cultural immersion, attending lectures, and traveling and developing a better understanding of China. Admissions opened in the fall of 2015 with outstanding success, immediately making Schwarzman Scholars one of the world's most selective graduate and fellowship programs. The first class of students took residence in the summer of 2016. Learn more about Schwarzman Scholars at [www.schwarzmanscholars.org](http://www.schwarzmanscholars.org).

The Stephen A. Schwarzman Education Foundation is a lean organization with a dedicated team working to drive the program's mission forward.

## **POSITION DESCRIPTION: ASSOCIATE DIRECTOR, PUBLIC AFFAIRS & MARKETING**

Schwarzman Scholars seeks an Associate Director for Public Affairs and Marketing. This individual will help craft and execute communications strategies for the organization globally.

The Associate Director of Public Affairs and Marketing is based in New York City along with other members of the foundation team. S/he will work with the program teams in NYC and Beijing to oversee Schwarzman Scholars public relations, branding, marketing, events and sponsorship to enable a globally integrated strategy and approach.

## **RESPONSIBILITIES INCLUDE:**

### **Public Relations:**

- Oversee communications strategy, focused on elevating the global recognition and thought leadership of the Schwarzman Scholars Program.
- Secure prominent exposure with international, national, local and university media outlets.
- Partner with, and support the China based communications team in developing and executing local PR strategies.
- Develop and advance relationships with international media that cover the program and higher education. Facilitate media interactions for our senior team.
- Advance the Program's thought leadership.
- Develop clear and consistent messaging for the organization.

- Craft all PR materials including: talking points, speeches, briefing notes, press releases, and other external content.
- Develop and maintain an editorial calendar of newsworthy events and moments.

**Marketing:**

- Oversee marketing strategy for the organization globally.
- Ensure that content campaigns are built into the overall editorial calendar.
- Day-to-day management of social media platforms: LinkedIn, Twitter, Facebook and Instagram; driving engagement across social media channels to maximize earned media and monitor data reports.
- Oversee content creation and manage external vendors.
- Ownership of the Schwarzman Scholars brand and all branded collateral.
- Manage the development and content of the Schwarzman Scholars US/Global website.

**PERSONAL QUALITIES AND EXPERIENCES ESSENTIAL FOR SUCCESS**

The Schwarzman Scholars team seeks an experienced professional with demonstrated experience running communications and marketing functions.

The successful candidate will bring many of the following professional qualifications and personal qualities:

- A passion for the mission of Schwarzman Scholars
- 7 – 9 years of experience in the field of communications
- Excellent verbal communication and written skills
- A proven track record in securing visible feature stories in leading media outlets
- Must be willing to travel to China as necessary
- A team player who can navigate cross boarder working relationships and collaboration.
- Thrives in a fast-paced demanding work environment
- A self-starter who is willing to take on any and all tasks associated with getting the job done.
- The following are additive but not required: Experience working at a foundation, international organization, academic institution, cross boarder initiatives and/or experience in China

**TO APPLY:**

Send a cover letter and resume to [jobs@schwarzmanscholars.org](mailto:jobs@schwarzmanscholars.org).