

## **Schwarzman Scholars Associate of Communications and Marketing**

### **ORGANIZATION**

The vision of Schwarzman Scholars is to bring together the world's best young minds to explore and understand the economic, political and cultural factors that have contributed to China's increasing importance as a global power, and train them to become effective links between China and the rest of the world. Through the philanthropy, foresight, and dedication of Blackstone Co-Founder, Chairman and CEO Stephen A. Schwarzman, as well as the generosity of global donors who have been inspired by the potential and importance of this program, Schwarzman Scholars has raised more than \$500 million to date. These funds will help endow Schwarzman Scholars in perpetuity.

Each year, up to 200 future leaders from the U.S., China and the rest of the world matriculate as Schwarzman Scholars at Tsinghua University in Beijing to pursue a one-year Master's Degree. They live in Beijing for a year of intensive study and cultural immersion. Learn more about Schwarzman Scholars at [www.schwarzmanscholars.org](http://www.schwarzmanscholars.org).

### **POSITION: ASSOCIATE OF COMMUNICATIONS AND MARKETING**

Schwarzman Scholars seeks an Associate of Communications and Marketing based in New York City. This individual will help craft and implement marketing and communications strategies for the organization globally. They will work with program teams in New York and Beijing to enhance Schwarzman Scholars' global reputation, reach, branding and digital presence to enable a globally integrated strategy.

### **RESPONSIBILITIES INCLUDE**

#### **Communications / Public Relations**

- Draft all PR materials including talking points, speeches, briefing notes, and press releases
- Develop and maintain editorial calendar of newsworthy events and program items
- Pitch story ideas for international, national, local and university media outlets
- Manage press inquiries to staff, Scholars and alumni
- Partner with admissions team on communications plan for outreach and selection

#### **Marketing**

- Create all brand, marketing and content strategy materials
- Oversee US social media platforms; collaborate with Beijing PR team to promote content
- Prepare regular status reports for internal audiences
- Manage retainer-based work with marketing agencies
- Advise on content strategy and technical priorities for US/Global Website
- Assist with ad-hoc digital and marketing requests for departments across program

#### **Events**

- Manage content and logistics for major program events around the world



## **PERSONAL QUALITIES AND EXPERIENCES**

The Schwarzman Scholars team seeks a professional with demonstrated success managing digital strategy and communications.

- Minimum 1-3 years of relevant experience
- Passion for mission of Schwarzman Scholars
- Exceptional time management skills and impeccable eye for detail
- Experience in design and technology project definition, analysis, and scope determination
- Excellent verbal and written communication skills
- Experience creating and/or managing social media platforms and website design
- A hands-on team player who can navigate cross-border working relationships and collaboration and thrives in a fast-paced, demanding work environment
- A self-starter who will proactively and independently look to solve problems and identify opportunities for improvement
- Must be able and willing to travel as necessary, experience working with and knowledge of China a plus
- The following are additive but not required: experience working at a foundation, international organization, academic institution; cross border initiatives; proficiency in Mandarin

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