



# SCHWARZMAN SCHOLARS

## **Director 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).

### **DIRECTOR OF COMMUNICATIONS AND MARKETING**

Schwarzman Scholars seeks a Director of Communications and Marketing based in New York City. This individual will help craft and execute strategies for the organization globally and oversee internal and external communications. They will work with program teams in New York and Beijing to oversee Schwarzman Scholars public relations, branding, marketing, and events to enable a globally integrated strategy and approach. Reporting to Executive Director of Schwarzman Scholars Lara Tiedens, the Director will supervise the Communications Associate.

## **RESPONSIBILITIES**

### **Communications:**

- Elevate worldwide recognition and thought leadership of Schwarzman Scholars
- Oversee and implement strategic communications plan across departments and geographies
- Maintain editorial calendar for global stakeholders (internal and external)
- Partner with key internal colleagues including human resources, student life, and alumni relations on specific communication plans and strategies
- Secure exposure with international, national, local, and university media outlets; advance relationships with media
- Partner with the Beijing communications team to develop a globally consistent communications program
- Help the program monitor global news coverage relevant to the program
- Manage press inquiries
- Craft all PR materials including talking points, speeches, briefing notes, press releases, web/social media content, and other external content

### **Marketing:**

- Oversee brand, marketing, and content strategy, including use of external vendors
- Partner with admissions team on strategy and content
- Oversee day-to-day management of U.S. social media platforms: LinkedIn, Twitter, Facebook, and Instagram; support Beijing communications team with content for WeChat and Weibo
- Oversee strategy and execution for digital marketing campaigns
- Manage content of the Schwarzman Scholars U.S./Global website
- Ownership of the Schwarzman Scholars brand and all branded materials
- Maintain content calendar

## **DESIRED QUALITIES AND EXPERIENCES**

The Schwarzman Scholars team seeks an experienced professional with an exemplary record leading communications and marketing functions in a comparably complex organization. While not required, experience working with China and/or at a foundation, international organization, or academic institution is desirable.

In addition, the successful candidate will demonstrate many of the following:

- A passion for the mission of Schwarzman Scholars
- 7 to 15 years of experience in the field of communications
- A proven track record in securing visible feature stories in leading media outlets
- Excellent verbal communication and written skills
- Experience in creating and/or managing social media platforms
- Skilled in using data to inform planning and strategy
- Ability and willingness to travel as necessary

To thrive at Schwarzman Scholars, the Director will be:

- A hands-on team player who can navigate cross-border working relationships and collaboration
- A natural storyteller able to harness the energy, accomplishment, and potential of the scholars and faculty into a compelling narrative for the program
- Able to thrive in a fast-paced, entrepreneurial, and demanding work environment
- A self-starter who is willing to take on all tasks associated with getting the job done

## TO APPLY

Please send all queries, nominations, and applications to:



Susan VanGilder, Managing Director  
Beth McCarthy, Senior Associate  
Kamilah Allen, Senior Associate  
Storbeck Search  
[SchwarzmanScholarsDCM@storbecksearch.com](mailto:SchwarzmanScholarsDCM@storbecksearch.com)

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