



Hong Kong Center

Founded in 1956 by John D. Rockefeller 3rd in New York, The Asia Society is a leading educational organization dedicated to promoting mutual understanding and strengthening partnerships among peoples, leaders and institutions of Asia and the United States in a global context. Across the fields of arts, business, culture, education, and policy, the Society provides insight, generates ideas, and promotes collaboration to address present challenges and create a shared future.

Asia Society Hong Kong Center (the "Center" is an affiliate of The Asia Society and is now looking for a caliber with professional communications experience, positive and can-do attitude to join our External Affairs team.

SENIOR EXTERNAL AFFAIRS OFFICIER (Full-Time)

Responsibilities:

- Enhance the public profile of the Center through implementing effective and proactive reputation management and integrated communications strategy and campaign for the Center and its programs;
- Assist in stakeholder's liaison as part of the External Affairs' team community outreach programs. The Center's stakeholders include but not limited to government bodies, NGOs, Consulate Generals, schools and general public;
- Participate and facilitate the Center's community outreach initiatives including organizing community site visits and program's activities;
- Build strong rapport with local and regional media to generate interest and media coverage of the Center and its programs;
- Prepare communications collateral including press releases and promotional material in English and Chinese;
- Assist in implementing effective e-marketing initiatives including EDM, e-news, social media presence and the Center's website maintenance;
- Handle day-to-day press enquiries and media coverage;
- Build and maintain media database and profile of key media outlets, editors and reporters;
- Evaluate all media and personal appearance requests of the Center staff and help develop interview briefing documents and talking points;
- Maintain an up-to-date database of the Center's stakeholders; and
- Other ad hoc assignments.

Requirements:

- University degree in Communications, Humanities, Journalism or related disciplines;
- 3 to 5 years' relevant experiences in communications and public relations either in communications agency or in-house background;
- Strong command of spoken and written English and Chinese (Mandarin a plus);
- Can-do attitude, detailed-oriented, self-motivated, proactive, conscientious, creative and willing to learn;
- Strong interpersonal, communications and presentation skills;

- Enjoy the diversity and evolving nature of work in a fast paced, dynamic yet global working environment;
- A team player with the ability to multi-task, work independently, work long working hours and under high pressure; and
- Proficiency in MS Office (Word, Excel, PowerPoint), Chinese Word and Adobe Photoshop.

Attractive remuneration package commensurate with qualifications and experience will be offered to the right candidate. Interested parties please apply with full resume stating expected salary and date of availability to hrhk@asiasociety.org.

All personal data collected will be used for recruitment purpose only. Applicants not hearing from us within 2 months may consider their applications unsuccessful and all personal data supplied will be destroyed within 6 months.