



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 (“ASHK”) is an affiliate of The Asia Society and is currently looking for a high caliber candidate to join our External Affairs Department.

External Affairs Manager (Full Time)

Responsibilities:

- Report to Head of External Affairs;
- **Communications & Media Relations:**
 - Enhance the public profile of the Center through formulating and implementing effective and proactive image management and media relations strategy for the Center and its programs and exhibitions;
 - Build strong relationships with global and local media outlets and generate publicity, media interest and media coverage of the Center’s programs, exhibitions, events and activities;
 - 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;
 - Oversee day-to-day press operations including fielding and answering media/press enquiries, develop press invitations, releases etc.;
 - Maintain news clippings, announcements, articles and press review of the Center itself and its programs and exhibitions;
 - Work closely with Program & Development and Membership teams to deliver literatures for the Center such as members brochures, newsletters, web update, materials for social media, promotional materials, press materials and any kinds of marketing collaterals that are necessary to promote the brand; and
 - Manage and coach the volunteers and interns who would be assisting the team from time to time.
- **Marketing & Events:**
 - Manage and implement brand-building, marketing and publicity plan to build heightened awareness and for expanding reach and impact to the local community and the region;
 - Manage, implement and follow through the marketing and publicity activities for the Center;
 - Manage, coordinate and follow through the advertising strategy, placement, concept development, copy and design for the Center, its programs and exhibitions;
 - Manage and liaise with third parties and strategic partners who might be interested to collaborate with the Center; and
 - Institute measurement tools to gauge effectiveness of marketing and media relations efforts; formulate and manage analysis of the KPIs of various programs and activities.
- **Community Relations/Outreach:**
 - Manage and implement plans to build heightened awareness and for expanding reach and impact to the local community;

- Outreach and build strong relationships with members of the Community and Associations, as well Schools and Education Partners;
 - Formulate, manage and implement programs and activities geared to specific interest groups;
 - Help manage the Center's relationships with external stakeholders such as schools, tertiary institutions, education bodies, etc.;
 - Manage and implement the site tours of the Center, and coordinate other tours of the Center with other relevant departments;
 - Manage and coach the volunteers who would be helping as tour guides; and
 - Institute measurement tools to gauge the effectiveness of the outreach programs.
- Other ad hoc assignments.

Requirements:

- *For Communications & Media Relations Role*
 - Strong pitching, writing, editing and have good journalistic instincts;
 - Established connections with both the local and international media in Hong Kong, Mainland China, and preferably Asia;
 - Previous experience working in PR agencies is highly preferred;
- *For Community Relations & Outreach Role*
 - Network with schools and/or established relationship with major community organizations, NGOs, etc.;
 - Previous experience working on community outreach and education related projects is highly preferred;
- Minimum 8 years' relevant experience in marketing, communications or public relations in a corporate environment;
- A bachelor's degree from a recognized university in Communications, Marketing, Public Relations or related disciplines;
- Excellent command of spoken and written English and Chinese (Mandarin a plus);
- Ability to work successfully with extremely diverse constituencies;
- Proactive, creative, hardworking and self-motivated;
- Excellent interpersonal, communications and presentation skills;
- International experience and knowledge of Asia, have broad interests that span the fields of art, culture, policy, business and education, is a plus;
- A team player, able to work independently and under 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.