



Hong Kong Center

Founded in 1956 by John D. Rockefeller 3<sup>rd</sup> 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.

### **HEAD OF EXTERNAL AFFAIRS (Full Time)**

#### ***Responsibilities:***

- Report to Executive Director;
- Community Outreach:
  - Enhance the brand awareness of ASHK through active community outreach and public engagement;
  - Outreach, manage and build strong relationships with members of the community groups, education bodies and industry associations, etc.;
  - Oversee and arrange heritage tours and exhibition tours for community or school groups;
  - Identify opportunities to work with members of the community groups, education bodies and industry associations and develop relevant outreach programs for the public and specific target groups; and
  - Work closely with the education team (of Programs Department) to develop and implement a diversity of community outreach initiatives and activities for the larger community such as school children, youth, low income working adults, seniors, etc.
- Communications & Public Relations:
  - Formulate, develop and implement communications and PR strategies and plans;
  - Increase and maintain the public profile of ASHK by developing and implementing an effective and proactive PR strategy;
  - Build strong relationships with global and local media outlets and generate publicity, media interest in and media coverage of the ASHK’s events and activities;
  - Maintain the media contact database and profile of key media outlets and reporters;
  - Oversee day-to-day press operations including fielding and answering media/press enquiries;
  - Evaluate all media and personal appearance requests of ASHK staff and help develop interview briefing documents and talking points; and
  - Institute measurement tools to gauge effectiveness of marketing and media relations efforts.
- Marketing:
  - Manage and oversee marketing activities for ASHK, including the development of marketing and promotional materials, paid media and corporate branding;
  - Establish communication programs geared to specific interest groups;
  - Foster strategic business relationships with technical and business decision makers at targeted member accounts; and

- Other ad hoc assignments.

**Requirements:**

- Minimum 10 years' relevant experience with at least 5 years at managerial level, preferably in service industry but not essential;
- A bachelor's degree from a recognized university in Communications, Marketing, Journalism or related discipline(s), a master's degree would be an advantage;
- Strategic thinker who is pro-active, creative and committed;
- Established connections in the local media and ability to bring in good media network;
- Proven track record in successful marketing and communications;
- Strong pitching, writing, editing and have good journalistic instincts;
- Ability to multi-task and work independently and successfully with extremely diverse constituencies under high pressure in a fast paced, dynamic environment;
- Excellent communication skills, including interpersonal, writing and presentation in English and Chinese (Mandarin would be a plus), with the ability to build rapport quickly with different types of people and a large group of audience;
- Ability to handle challenges and questions from participants (including media and the larger community) at outreach programs and turn them into opportunities;
- A good team player with an eye for details and strong problem-solving and organizational skills;
- Flexibility regarding working schedule as many programs/events are held in the evenings or on weekends; 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](mailto: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.