



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 OFFICER (Full-Time)(Contract)

Responsibilities:

- Report to Head of External Affairs;
- Enhance the public profile of the Center by developing, implementing, tracking and optimizing digital marketing campaigns across all digital channels for the Center and its exhibitions and programs;
- **Digital Content Management:**
 - Manage ASHK’s digital content strategy for deployment across all our digital platforms, including ASHK website, social media platforms and email marketing products.
 - Work closely with Programs/Exhibition/Development & Membership departments to plan and advise on the development of relevant content for communicating and promoting the line-up of program and exhibition activities at the Center.
 - Develop effective and medium-appropriated content in different formats including videos, news feeds and etc., for social media to support program and exhibition promotions.
 - Compile EDM with input from Programs/Exhibition teams.
 - Manage and update website with upcoming programs, events information and event recaps, etc.
 - Evaluate end-to-end customer experience across multiple channels and customer touch points.
 - Measure and report performance of digital communications campaigns, and assess against goal.
- **Digital Marketing & Social Media Outreach:**
 - Work closely with Programs/Exhibition/Development & Membership departments to plan, advise on and execute web, email and display advertising campaigns for the Center and its exhibition and programs.
 - Evaluate emerging technologies, provide thought perspective for adoption where appropriate.
 - Identify trends and insights, and optimize spend and performance based on the insights.
 - Plan and execute social media marketing & communications campaigns to drive target audience engagement and interaction.
 - Measure and report performance of digital marketing and social media outreach against goal.
- **Internal Communications:**
 - Draft weekly or biweekly program and event updates for inclusion in Asia Society News, compiled in NY.
 - Respond to requests from ASNY regarding material on upcoming or past events for the Asia Blog or for other internal and external purposes.
- **Community Outreach:**
 - Assist in the Center’s community outreach initiatives including coordinating and leading heritage tours and exhibition tours for community or school groups.
- Other ad hoc assignments.

Requirements:

- University degree in Communications, Marketing, Journalism or related disciplines;
- 2 years' relevant experiences in communications, marketing and public relations, preferably in service industry but not essential;
- Excellent command of spoken and written English and Chinese (Mandarin a plus);
- Good interpersonal, communications and presentation skills;
- Can-do attitude, self-motivated, proactive, conscientious, creative and willing to learn;
- Good organizational and administration skills;
- A team player with an eye for details and the ability to multi-task, work independently and under pressure in a fast paced, dynamic environment;
- Knowledge and experience in database operation, data management and HTML; 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.