



PR and Marketing Manager

Asia House is looking for a creative and connected PR and Marketing Manager to raise awareness of our brand and promote our events on business, policy and culture. The successful candidate must be an excellent writer capable of delivering first-class content, from media releases on a wide range of topics to marketing and sponsorship proposals. He/she must have a network of connections in the media.

The role offers a great opportunity to be part of a dynamic and focused team based in central London. An understanding of business and cultural issues both within Asia and Asian communities in the UK, would be an advantage.

Specifically, we are looking for the following skills and experience:

- A minimum of two-three years' experience working in a PR and/or marketing role, probably in an agency
- Proven experience of writing media releases
- Proven experience producing marketing materials
- A network of journalist and media contacts
- Familiarity with PR databases and how to maximise their effectiveness
- Proven experience of targeted media campaigns
- Effectiveness in building a rapport with journalists and a willingness to "cold call" them
- Experience running a wide range of social media channels
- Experience developing original and effective marketing campaigns

Job Description:

- Generate regular media releases on Asia House and its events (minimum of one per week). This requires the person to be able to spot the stories from the wide range of Asia House events; write media releases quickly, professionally and to a high standard; and identify and contact media which will be interested in them.
- Produce marketing collateral and sponsorship proposals to attract support for our programmes and events.
- Generate coverage in traditional media.
- Develop fresh, original marketing campaigns to sell tickets to our events and boost attendance levels.
- Actively use social media and know how to drive traffic through hashtags, trending topics, tweeting to people and other means.
- Attend events and be actively engaged with the programmes, participants and the audience.
- Handle all media enquiries and run media functions where required, including inviting journalists to events, looking after them at events and managing press passes and accreditation if necessary.
- Act as spokesperson for Asia House when required.

Conditions of Service

- Salary: Negotiable depending on experience
- Hours: Full-Time
- Contract type: Permanent contract subject to 3 month probation period
- Annual Leave: 22 days + Bank Holidays
- Benefits: Life Insurance, Private Medical Insurance

How to Apply

Please send a cover letter, including your salary expectations, and your CV, to recruitment@asiahouse.co.uk by close of play 28 January 2015. Or to download the Job Description go to <http://asiahouse.org/about/careers/>