



## **Communications Manager**

Asia House is looking for a creative and connected Communications Manager to raise awareness of our brand and drive social media engagement. The successful candidate must be an excellent writer, capable of delivering first-class media releases and other written content on a wide range of issues. Producing compelling marketing material and sponsorship proposals is a key part of the role. He/she will lead the delivery of our content strategy across social media platforms, including Facebook, Twitter, LinkedIn and Instagram.

This position requires sound editorial judgement. A confident editorial eye is necessary to ensure quality and consistency across media types and web platforms. Ideally, the successful candidate will have experience writing for an international business audience.

An ability to formulate and manage a strategy to increase traffic to the Asia House websites and increase brand visibility is an important part of the role.

### ***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.
- Experience writing media releases.
- Experience running a wide range of social media channels.
- Experience producing marketing materials.
- A network of journalist and media contacts.
- An understanding of content management systems, particularly WordPress, would be beneficial, along with an understanding of basic editing and use of video, audio and photography.
- A keen interest in emerging trends in digital and social. Proficiency in digital analytics to evaluate performance would be desirable.

### ***Key responsibilities:***

- Generate regular media releases on Asia House and its events. 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.
- Drive traffic to the Asia House websites.
- Elevate social media engagement and achieve targets across various platforms.
- Produce marketing collateral and sponsorship proposals to attract support for our programmes and events.
- 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: 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](mailto:recruitment@asiahouse.co.uk) by close of play 9 June 2017. Or to download the Job Description go to <http://asiahouse.org/about/careers/>