Vacancy at the Asia-Europe Foundation (ASEF)

<table>
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<tr>
<th>Job Title</th>
<th>Senior Project Executive</th>
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<td>Department</td>
<td>Communications</td>
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<tr>
<td>Location</td>
<td>Singapore</td>
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<tr>
<td>Type of Position</td>
<td>Initially 1 year, renewable</td>
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<td>Expected Start Date</td>
<td>September/October 2021</td>
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<td>Application Deadline</td>
<td>29 August 2021</td>
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About the Asia-Europe Foundation (ASEF)

The Asia-Europe Foundation (ASEF) promotes understanding, strengthens relationships and facilitates cooperation among the people, institutions and organisations of Asia and Europe. ASEF enhances dialogue, enables exchanges and encourages collaboration across the thematic areas of culture, education, governance, sustainable development, economy and public health.

ASEF is an intergovernmental not-for-profit organisation located in Singapore. Founded in 1997, it is the only institution of the Asia-Europe Meeting (ASEM)\(^1\).

For more information, please visit [www.ASEF.org](http://www.ASEF.org).

About ASEF Communications Department

ASEF’s Communications Department (COM) promotes Asia-Europe cooperation by advancing awareness and knowledge about ASEF, ASEM and key issues of Asian-European relations. Aimed at a diverse range of constituencies, including the media and general public, the Communications Department's activities foster greater mutual understanding between Asia and Europe through overseeing ASEF’s websites and social media platforms; managing the ASEM InfoBoard, ASEF’s official information platform; and through organising two project series, each taking place on alternate years:

- The ASEF Editors' Roundtable (ASEFERT) takes place alongside the ASEM Summits;
- The ASEF Journalists’ Seminar (ASEFJS) takes place alongside the ASEM Foreign Ministers' Meetings (ASEM FMM).

About the Position

ASEF is seeking to hire a highly self-motivated and creative Communications Senior Project Executive who can contribute to the implementation of ASEF’s communications strategy for wide dissemination and promotion of ASEF’s key messages and activities. He/she reports to the Director of Communications and helps with online communication, management of digital assets, and outreach activities. In addition, he/she will assist in planning, organising and implementing COM or COM-led programmes.

The appointment is on a one-year contract basis with an initial 3-month probation period.

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\(^1\) The Asia-Europe Meeting (ASEM) is an intergovernmental process established in 1996 to foster dialogue and cooperation between Asia and Europe. The 53 ASEM partners are Australia, Austria, Bangladesh, Belgium, Brunei Darussalam, Bulgaria, Cambodia, China, Croatia, Cyprus, the Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, India, Indonesia, Israel, Italy, Japan, Kazakhstan, Korea, the Lao PDR, Latvia, Lithuania, Luxembourg, Malta, Mongolia, Myanmar, the Netherlands, New Zealand, Norway, Pakistan, the Philippines, Poland, Portugal, Romania, the Russian Federation, Singapore, Slovakia, Slovenia, Spain, Sweden, Switzerland, Thailand, the United Kingdom, Viet Nam, the European Union, and the ASEAN Secretariat. For more information, please visit [www.ASEMinfoboard.org](http://www.ASEMinfoboard.org)
Roles and Responsibilities

• Contribute to the development of ASEF’s Communications Strategy – policy, content, KPIs, infrastructure, etc.
  a) Provide inputs and relevant suggestions to develop and implement strategies to increase ASEF’s outreach to online users, including joint efforts with project Department in such strategies.
  b) Help to conceptualize, organize, and implement media projects and, where necessary, other ASEF-related programmes.
  c) Assist to policy support to other dept’s programmes, including to Senior Management’s Executive Office (EO), for example in doing research for inputs in drafting speeches or putting up talking points for high-level meetings.
  d) Help in the compilation of monthly reports on ASEF’s outreach efforts via online channels, including those of project Departments, and recommend improvement strategies.

• Assist in managing ASEF’s online assets, such as its multiple websites, eNewsletters and social media channels. This includes working with COM team and other depts to ensure:
  a) Content creation for Facebook, Twitter, LinkedIn, etc. of key ASEF events and projects to generate continuous interest in ASEF work.
  b) Consistent ASEF messaging across all social media platforms used by different departments in ASEF
  c) Review of resources such toolkits / guidelines / SOPs that drive synergies and efficiencies for consistent brand application on all ASEF online platforms.
  d) Advise, support, administer and coordinate the requirements of the different ASEF departments in social media engagement on all ASEF’s social media platforms.

• Utilising people-to-people skills in media and communications outreach, cultivation and promotion. Develop relationships with ASEF’s various stakeholders including government officials, private sector partners and vendors, and the media.

• Where relevant, training and building in-house capacity on COM and media related matters. This includes contributing to the effective use of ASEF’s communications tools including support and advice to various teams for digital events such as webinars and virtual conferences, and for hybrid programmes.

• Other communications-related tasks as assigned by the Communications Director.

Key Competencies & Skills requirements

• A creative and independent thinker with good judgment and ability to make decisions in a fast-changing working environment, while still being a strong team player.
• Good writing and language skills, especially in English; must be a good communicator with a strong level of interpersonal and presentation skills.
• Ability to multi-task and handle multiple assignments and deadlines.
• Competent in using an array of tools including Hootsuite, Mailchimp, Zoom, Microsoft Teams, and Google Analytics, is an advantage.

Qualifications

• At least a bachelor's degree in mass communications or related studies.
• Relevant work experience, preferably in staff work and/or policy related duties.
Citizenship

- Candidates must be citizens and passport holders of ASEM\textsuperscript{1} countries.

Remuneration

The successful candidate will be offered a monthly salary commensurate with her/his qualifications and work experience. Other applicable benefits include an annual wage supplement, paid leave and medical benefits.

How to Apply

To apply for this position, please submit the following documents via e-mail with the subject “COM_SPE_Your Full Name” to hr@asef.org by Sunday, 29 August 2021:

- Cover letter detailing the qualities and contributions that you can bring to ASEF
- Curriculum vitae (CV) with your contact details, highlighting your education, work experiences and other qualifications related to the job requirements
- Copy of your passport(s)
- Contact details of 2 referees who can comment about your recent work in a professional capacity; please mention the capacity in which you know them

As we receive a large number of applications, we seek your understanding that only shortlisted applicants will be contacted via e-mail.

\textit{ASEF is an employer who does not discriminate against any job applicant or employee based on gender, sexual orientation, disability, age, colour, ethnicity/race, national origin (ancestry), religion (creed), marital status or pregnancy.}

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