



## Vacancy at the Asia-Europe Foundation (ASEF)

Position	<b>Senior/ Project Executive</b>
Department	<b>Communications</b>
Location	<b>Singapore</b>
Reporting to	<b>Manager of Communications</b>
Type of Position	<b>1 Year Contract (renewable)</b>

### About the Asia-Europe Foundation (ASEF)

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).<sup>1</sup> ASEF promotes understanding, strengthens relationships, and facilitates cooperation among the people, institutions and organisations of Asia and Europe. It enhances dialogue, enables exchanges and encourages collaboration across the seven thematic areas of culture, education, governance, sustainable development, economy, and public health. For more information, please visit [www.ASEF.org](http://www.ASEF.org).

### About the ASEF Communications Department (COM)

COM promotes Asia-Europe cooperation by raising awareness and knowledge about ASEF, ASEM and Asia-Europe relations. Aimed at a diverse range of constituencies including the media and general public, COM's activities foster greater mutual understanding between Asia and Europe. Among the seven thematic areas of ASEF, COM is responsible for Media. Through its projects, COM creates unique networking platforms for the exchange of views and ideas, as well as cooperation among media professionals from Asia and Europe.

COM is also responsible for ASEF's corporate communications. COM supports the Executive Director on ASEF's messaging and outreach, and is custodian for ASEF's brand and identity. It manages the ASEF websites and related digital assets, and coordinates project communication by ASEF Project Departments (PDs) and ASEM-related bodies.

### About the Position

ASEF is looking for a hardworking, experienced and creative Senior / Project Executive (SPE), who is also a good team player and can contribute to the achievement and furthering of COM's mission. He/she reports to the Director of Communications and works closely with rest of the COM team.

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<sup>1</sup> 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, Ireland, Italy, Japan, Kazakhstan, Korea, the Lao PDR, Latvia, Lithuania, Luxembourg, Malaysia, 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)

## KEY RESPONSIBILITIES

- **Contribute to development and implementation of ASEF's Communications and Strategy**
  - Conceptualise, organise and implement media projects and where necessary, other ASEF-related programmes.
  - Provide policy support, including on ASEF's corporate branding/messages.
  - Draft reports, proposals and/or provide input for speeches and meetings.
  - Coordinate with other PDs, including on publicity of ASEF events and on ASEF's monthly e-newsletter.
  - Manage corporate gifts and inventory.
  
- **Manage, monitor and enhance ASEF's website and social media**
  - Identify relevant content for ASEF website and social media, including Facebook, LinkedIn and X, to generate greater interest in ASEF's work.
  - Develop and implement strategies to increase ASEF's online outreach. Review website and social media platforms. Use analytics to identify ways to improve UXUI and audience's interest.
  - Ensure consistency of ASEF messaging across all ASEF social media platforms.
  - Manage migration to new systems.
  - Manage ASEF's public account, including drafting responses where appropriate.
  - Manage COM's equipment and digital assets.
  
- **Where relevant, train and build in-house capacity on COM and media-related matters.**
  
- **Support other COM initiatives, projects and administrative tasks that may be assigned by the Communications Director.**

## KEY COMPETENCIES

- Creative and self-motivated, able to work independently and also a strong team player.
- Proficiency in written and spoken English.
- Proficiency in social media, especially X, LinkedIn, Facebook and Instagram (content creation, engagement, reporting)
- Proficiency in using an array of tools including Hootsuite, HubSpot, Formstack, Mailchimp, Zoom, Microsoft Teams and Google Analytics.
- Competence in graphic design and use of software such as Adobe Creative and Canva.
- Ability to multi-task and work under time pressure.
- Ability to work effectively and collaboratively in a diverse and multicultural environment.

## QUALIFICATIONS & EXPERIENCE

- Bachelor's degree holder (graduate degree would be an asset) with at least two to six years of work experience in a relevant field.
- Experience working with the media/running a social media campaign would be an advantage.
- Experience working in an international organisation, and knowledge of or prior experience in international relations would be an advantage.
- Experience in project management/coordination, social media communication, content creation, online engagement and/or event promotion would be an asset.

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:

- Cover letter (no more than 500 words) 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 two referees who can comment about your recent work in a professional capacity. Please mention the capacity in which you know them.

Please email your application with the subject **"COM\_S/PE 2024 – your full name"** to [hr@asef.org](mailto:hr@asef.org)

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

*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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