

Job Title: Assistant Public Relations Manager

Responsibilities

Establish close relationship with media to advocate key corporate messages. Oversees media interviews, manage PR materials and develop write-up in response to enquiries and increase public awareness & buy-in. Engage with stakeholders and Lantau community through a number of site visits, event-based campaigns and CSR initiatives.

- Proposes media angle, develop press releases and advertorials to increase brand awareness and coverage
- Coordinate media interviews and convey key corporate messages
- Alert critical news coverage and be the focal point of media liaison
- Maintain close relationship with media and pitch for earned coverage
- Guardian of VIP protocol and take charge of meet-and-greet coordination
- Assist in rolling out thematic and tactical campaigns to strengthen brand identity
- Liaise with community leaders and stakeholders for opportunistic cooperation
- Handle media enquiries and compile complaint analysis

Requirements

- Bachelor degree in Journalism/Communications or related discipline
- 6 years related working experience or above
- Strong command in Cantonese, English and Mandarin, both written and spoken
- Proficiency in MS Office application
- Good team player with excellent interpersonal and communications skills
- Solid and extensive media network
- Responsive, self-starter, independent and excellent time management skill

Interested parties please send your full resume stating present & expected salary to HR Department by email to hr@asiaworld-expo.com.

Personal data collected will be used for recruitment-related purpose only.

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