



## **ASEAN-Australia Strategic Youth Partnership**

### **Forum Communications Manager**

We are seeking a passionate individual to join our Communications team as the Forum Communication Manager.

#### **About the role:**

The inaugural ASEAN Australia Young Leaders Forum 2019 (AAYLF) brought together 41 young Australians and Southeast Asians in Jakarta to build the ASEAN-Australia partnership.

Over four days, delegates developed a deeper knowledge of the ASEAN-Australia relationship, fostered stronger intercultural leadership skills, built a regional network of like-minded young people and designed projects to improve ASEAN-Australia relations.

AAYLF 2020 will be even bigger!

The Forum Communications Manager will be responsible for managing the external communications of the AAYLF 2020. Their objective is to promote the AAYLF brand through both traditional and social media channels and to maintain AAYLF's social media presence across Facebook, LinkedIn, Twitter and Instagram.

All roles at AASYP are currently on a volunteer basis.

#### **Qualities of our desired candidate**

- Outstanding verbal and written communication skills.
- Ability to think and plan strategically.
- Demonstrated knowledge of social media platforms
- Experience in media relations (preferred)
- Proficient written and oral English communication skills
- Proficient in Wordpress and Canva (preferred)
- Attentive to detail
- Proven ability to manage conflict as it arises and escalate to management
- Excellent time management and organisation skills
- Proven capability of working independently and as a team member
- Strong interest in advancing the ASEAN-Australia relationship

#### **Key responsibilities of the Forum Communications Manager**

- Work with the Chief Operations Officer, to develop and execute a communication and marketing plan for the AAYLF 2020
- Seek opportunities in digital and print media to promote the forum and enhance the reputation of the AAYLF brand



- Write, edit and distribute content including press releases, website content, social media content and other marketing material that communicates the AAYLF key brand messages and activities.
- Be the brand guardian for our tone of voice.
- Coordinate graphic design, photography and videography for the Forum.

### **Report to:**

- Chief Marketing Officer

### **Commitment:**

- March 2020 until January 2021.
- Expected workload of 8 hours per week, with workload to increase closer to the Forum.
- Must be available to attend the Forum. Costs associated with attendance will be funded by AASYP.

*For all enquiries contact Jenny Vuu at [jenny.vuu@aasyp.org](mailto:jenny.vuu@aasyp.org)*

### **Application instructions**

To apply for this role, please submit the following to [apply@aasyp.org](mailto:apply@aasyp.org).

- CV (no more than 2 pages).
- Develop a 1 page communications plan that promotes the ASEAN-Australia Young Leaders Forum 2020. It should consider how we could use media public relations and our social media to achieve this.

*If this position interests you, then apply before 12.00 WIB **15 March 2020**.*