

Job Description

Head, Public Relations in the Hong Kong Economic and Trade Office in San Francisco

Responsible to: Director (San Francisco)

1. PR strategy – assisting the Director in formulating PR strategy for promoting Hong Kong on the West Coast of the United States and providing the Director with professional advice on all matters relating to public relations, the media and publicity;
2. Networking and media monitoring - establishing, nurturing and growing U.S. media contacts on the West Coast of the United States, monitoring and producing media reports on Hong Kong and China; monitoring and examining U.S. reports of relevance to Hong Kong and responding to adverse publicity quickly for the upholding of Hong Kong's positive image;
3. Publicity programmes - organising media exposure and promotional activities for SFETO and visitors from Hong Kong, including top Hong Kong government officials; planning and implementing publicity events and cultural projects, in collaboration with Hong Kong and US organizations at times, to help promote various aspects of Hong Kong;
4. Publicity materials - designing and producing timely newsletters to promote Hong Kong and SFETO news to U.S. contacts; creating posts for and managing social media accounts for SFETO; designing and overseeing the production of other publicity materials relating to the promotion of Hong Kong and SFETO;
5. Management - supervising the PR Unit of SFETO including overseeing the preparation of daily media summaries, press releases, responses to enquiries, research, budget preparation and management, and others; and
6. Any other duties as assigned by the Director.