



ASEF culture360

www.culture360.asef.org

SOCIAL MEDIA AND WEB ANALYTICS EXPERT | ASEF CULTURE360

ASEF culture360 is currently looking for an online social media and web analytics expert with a proven track record in working with online communities and information websites, preferably in a cultural context.

This position includes the following responsibilities:

(1) Research, strategic analysis, and social media engagement

- Identify social media trends in the arts and culture sector that can benefit the development and growth of the ASEF culture360 platform
- Implement effective social media practices in creative community engagement to increase ASEF culture360 traffic online
- Research and establish strategic ways to increase the online visibility of the portal through various means
- Carry out research and make observations via Google Analytics in order to provide monthly reporting on the portals' performance. Provide information about results and strategic advice whenever necessary
- Search Engine Optimisation (SEO): research, reporting and recommendations on how to improve the website's performance.

(2) Management

- Keep track of ASEF culture360 presence across various online social media channels (e.g. Facebook, Twitter)
- Use online applications to share culture360.org content across various channels
- Manage Mailchimp e-mail database in close coordination with the ASEF team.

Requirements:

- Candidates have to be a national of an ASEM member country*.
- This position is freelance. The applicant does not need to be based in Singapore
- The position offered is based on a 12 months contract
- All quotations should be calculated on a monthly base for a maximum of 80hours per month and should be quoted only in Singapore Dollars.

Please send your CV, cover letter, writing samples and proposed monthly fee to:

Valentina Riccardi, Project Manager, Culture Department, ASEF: [opencalls\(at\)culture360.org](mailto:opencalls(at)culture360.org)

Deadline for submissions: **30 November 2016**. Only shortlisted candidates will be notified.

** The Asia-Europe Meeting (ASEM) is an intergovernmental forum for dialogue and cooperation established in 1996 to deepen relations between Asia and Europe, which addresses political, economic and socio-cultural issues of common concern. The 53 ASEM Partners are Australia, Austria, Bangladesh,*



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