



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:
valentina.riccardi(at)culture360.org

Deadline for submissions: **15 December 2014**. Only shortlisted candidates will be notified.

** The Asia-Europe Meeting (ASEM) is an informal process of dialogue and cooperation bringing together the 28 European Union member states, 2 European countries, and the European Commission with 21 Asian countries and the ASEAN Secretariat. Member countries are: Australia, Austria, Bangladesh, Belgium, Brunei Darussalam, Cambodia, China, Croatia, Czech Republic, Denmark, Finland, France, Germany, Greece, Hungary, India, Indonesia, Ireland, Italy, Japan, Republic of Korea, Lao P.D.R., Latvia, Lithuania, Malaysia, Mongolia, Myanmar, Netherlands, Norway, Pakistan, Philippines, Poland, Portugal, Romania, Russian Federation, Singapore, Slovenia, Spain, Sweden, Switzerland, Thailand, the United Kingdom, Viet Nam.*