



## **SOCIAL MEDIA AND WEB ANALYTICS EXPERT | culture360.ASEF.org**

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

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 culture360.ASEF.org platform
- Implement effective social media practices in creating community engagement to increase and re-direct traffic online to the website
- Recommend strategic ways to increase the online visibility of the portal through various means
- Manage the project's Google Analytics account to create monthly reports on the website's performance, newsletter and social media engagement
- Search Engine Optimisation (SEO): research, reporting and recommendations on how to improve the website's performance.

### **(2) Management**

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

Requirements:

- Candidates must 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 and proposed monthly fee to: Valentina Riccardi, Senior Project Manager, Culture Department, ASEF: [opencalls\(at\)culture360.org](mailto:opencalls(at)culture360.org)**

**Deadline for submissions: 30 November 2018.** 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, Belgium, Brunei Darussalam, Bulgaria, Cambodia, China, Croatia, Cyprus, the Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, India, Indonesia, Ireland, Italy, Japan, Kazakhstan, Korea, the Lao PDR, Latvia, Lithuania, Luxembourg, Malaysia, Malta, Mongolia, Myanmar, the Netherlands, New Zealand, Norway, Pakistan, the Philippines, Poland, Portugal, Romania, the Russian Federation, Singapore, Slovakia, Slovenia, Spain, Sweden, Switzerland, Thailand, the United Kingdom, Viet Nam, the European Union and the ASEAN Secretariat. For more information, please visit [www.aseminfoboard.org](http://www.aseminfoboard.org).*