



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@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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*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.aseinfoboard.org](http://www.aseinfoboard.org)*