



Asia-Pacific Connections

Asia-Pacific Connections (APC) is a boutique integrated-marketing consultancy with a 17-year track record in delivering innovative services to technology and financial-services companies across the region.

If you are internationally minded and a resourceful, organised individual with first-rate communications skills, visit <http://www.apconnections.com/careers> for multi-faceted career opportunities.

Marketing Services Executive

The ideal candidate will have a Bachelor's degree, a minimum of 5 years diversified marketing experience, excellent written/verbal communications skills, and a demonstrated ability to meet deadlines, drive results and multitask with minimal supervision.

Job Scope

- Proactively oversees the day-to-day planning and execution of programmes and projects to meet APC's clients' business objectives
- Monitors and maintains APC project budgets and P&Ls
- Takes a leadership role in client media-relations activities, maintaining clients' media lists and activity reports
- Writes, localises and distributes press releases, organises media interviews, maintains the company's media library, and monitors for media clips
- Writes and edits copy for customer testimonials, electronic newsletters and collateral
- Sources venues and gifts, and assists in producing conferences, tradeshows, road shows and media events
- Coordinates APC event RSVPs

- Conducts market research and assists in preparing client pitch presentations
 - Proactively proposes updates to APC's website
 - Proactively proposes articles for APC to write for industry journals and supports all writing
 - Maintains APC client files and marketing resource and publication libraries
 - Professionally represents APC at industry networking events
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Interested applicants may forward their CV and cover letter to cindy@apconnections.com or call +65 6334 9045