

ASSOCIATE (Technology, Brand Marketing, Corporate Communications)

I. Job Summary:

A. Purpose:

As a member of the account team, an Associate assists the Client in researching and analyzing issues and assists in managing the day-to-day account administration.

B. Business Objectives:

By helping execute the Client's business plan, the Associate assists in adding Client value by helping the Client achieve their business objectives, solidifying the team's Client relationship and participating in new business.

II. Primary Responsibilities:

- Write and distribute basic materials including pitch letters, news releases, backgrounders, fact sheets, bios, newsletters, prepared remarks, program elements and standby statements
- Monitor news bureau activities, develop pitches and work with targeted media on story development
- Handle standard media inquiries
- Research and monitor Client's business and industry to maintain a current knowledge base
- Assist in the research and preparation for new business pitches
- Coordinate production and distribution of materials with internal service departments to create print and video products
- Organize and implement events and promotions for the Client
- Assist in account administration duties such as billing and activity reports
- Represent Client at events or trade shows
- Proactively develop relationships with external audiences (media, third party constituencies, etc.) to convey the Client's message

III. Organizational Associations:

A. Supervision:

Depending on account structure, an Associate may report to a Senior Associate, Manager, or Director. An Associate works under limited supervision.

B. Internal Communications and/or External Vendors:

An Associate works with the junior staff of the Client, internal service departments, external vendors, news media, other Ad/PR agencies and account handlers at BM to service the Client.

IV. Skills Required:

- Good oral, writing, and editing skills in both Mandarin & English Must have excellent interpersonal skills
- Ability to work on a team
- Ability to generate ideas and think creatively
- Ability to multi-task
- Ability to organize and prioritize work under pressure
- Ability to work with detailed information
- Understand the principles of Perception Management
- Skills in project management
- Skills in delivering business presentations
- Proficient in computer software

V. Recommended Background:

- General knowledge of the client or practice area
- General understanding of the public relations field, brand marketing, marketing communications and corporate communications
- Good knowledge of media relations from key trade publications to national outlets
- Some work experience in public relations or related field
- University degree is a must