

Asia Art Archive (AAA), Hong Kong's pioneering independent non-profit organisation, seeks a full-time **Communications Associate** (Hong Kong-based) to support the daily operations of its Communications Department.

Since its founding in 2000, AAA has been at the forefront of documenting and redefining the recent histories of contemporary art in Asia. Through dynamic residencies, cutting-edge research, innovative educational programmes, thought-provoking publications, and transformative institutional collaborations, AAA has become the go-to site for art professionals, scholars, educators, artists, and more. With the most extensive and growing collection of materials on contemporary art from Asia, freely accessible online and in its onsite library, AAA serves as an invaluable resource for inspiration and knowledge.

The Communications Associate will enrich and support the organisation's communications strategies by working closely with AAA's Head of Communications and various teams. The successful candidate will oversee digital and print channels; serve as a media liaison; and create, coordinate, deliver, and monitor the online and offline publicity campaigns for AAA's programmes and initiatives.

Responsibilities include:

- Manage social media platforms and electronic messaging by selecting and delivering content from and about AAA's Collections and programmes to the community
- Produce creative content for AAA's social media platforms and monthly e-Newsletters, including texts, visuals, and videos
- Monitor and report the performance of online publicity campaigns with metrics and analytics from various digital platforms
- Act as a sounding board for, and source of, inventive communications strategies
- Maintain and develop AAA's media database
- Handle local and international media enquiries, and coordinate interviews and filming
- Assist in the production of publicity collaterals

The ideal candidate should be a creative storyteller, willing to experiment, and comfortable working independently as well as collaboratively.

Further requirements are:

- A degree in Journalism, English, Creative Writing, Illustration, Media Studies, Digital Media, Graphic Design, Communications, Public Relations, or related discipline
- Excellent written and oral communications skills in English and Chinese, and visual language skills
- Excellent interpersonal skills for working with teams, vendors, and media

- Two years of relevant work experience in similar role, and/or a proven record in handling social media and digital communications platforms
- Good time management and organisational skills, and ability to hit deadlines
- Basic knowledge of design software, website content management, and data analysis
- An interest in contemporary art

To apply, please send a cover letter and resume with expected salary to **Sally Lee** at sally@aaa.org.hk. Only shortlisted candidates will be contacted.

Personal data collected will be used for recruitment purposes only.