

Our Employee Value Proposition

To contribute to the development of a harmonious society and the sustainable growth of China's chemical industry, as the representation of the leading international chemical players in China, AICM commits to:

- Promote Responsible Care and other globally recognized chemical management principles among all stakeholders;
- Advocate cost-effective, science- and risk-based policies to the policy makers;
- Build up the contributive role of the chemical industry to the economy.

Job Description

Job title: **Manager of Public Relation & Communication Committee**

Reporting to: Executive Director (operational); Committee Chair (functional)
Annual review will be conducted jointly base on SMART goals scheme

Pay & benefits: Competitive pay, a chance to work in a very international and multi-cultural environment, the opportunity to deliver results, a chance to build a very strong network in a large industry and with good exposure to senior people amongst member companies, appropriate training will be offered

Hours: 40h/week

Location: 1 in Beijing/Shanghai, willing to travel

Purpose of the position

To strengthen AICM's branding presence with better management on its media relations and branding material. Cultivate better branding cooperation with members to add more value for AICM current member and to attract more companies to join.

Key responsibilities & duties

- Together with PRCC chairman, developing a Public Relation and COM strategy, related on key messages and activities based on the overall AICM strategy and relevant China government agenda.
- Work closely with the AICM board member team to provide communications advice and suggestions. Make sure the AICM branding platforms are in good function. Such as infographic, newsletter, website and wechat.
- Establishing a clear understanding of AICM's value proposition within the member companies, so that to attract more companies to join AICM.
- Cultivate relationships with PRCC core team community by providing support and advice to ensure PRCC information is available and make member companies updated with the board decisions on AICM public relations and communications
- Build up relationship with other sub-community leaders to ensure their achievements can be used as proof points at AICM message house. Develop relationship with and support communication from and for other committees.
- Build the AICM media strategy with implementation plan. Ensure that AICM spokespersons are well positioned within the selected media via media activities which include interviews, media roundtables, press conferences, etc.
- Creating and managing the key media to convey AICM's position and key messages

- Ensure consistent brand/image for AICM, by observing and monitoring the existing publications and external image presence from AICM.
- Organize PR events to increase awareness of our company, compose press release, speech, etc. measuring and presenting the results of PRCC communication activities
- Developing budget and controlling cost of PRCC

Duties of the role	Time spent	Competencies sought	Must have or optional (can be trained)
<i>PR and COM strategy design and implementation</i>	<i>30%</i>	<i>Strategic thinking, experienced skill on public relations and communication Solid skills on branding promotion</i>	<i>Over 10 years on experience on public relations and communication, esp with international NGOs</i>
<i>Co- branding with member companies; Cultivate relationships with PRCC core team community</i>	<i>20%</i>	<i>Well-understanding on branding management Strong intercultural skills and international work experience</i>	<i>Brand management capability; international work experience</i>
<i>Media management and branding material quality management</i>	<i>20%</i>	<i>Rich experience on media relations. Strong writing editorial skills</i>	<i>Media relation skills; good storyteller</i>
<i>Own branding platform implementation</i>	<i>20%</i>	<i>Solid skills on website and social media management and promotion</i>	<i>Be creative, Good command on branding tools, Familiar with new media</i>
<i>Team and project management and coordination</i>	<i>10%</i>	<i>Good inter-personal skill</i>	<i>Team player</i>

Academic or trade qualifications

- University degree, preferably Master's or equivalent professional track record
- Long-term experience in a relevant position in the industry including at least 3 years leading experience in a communication function
- Strong writing editorial skills
- Creative mind with the ability of great storytelling
- Strong intercultural skills and international work experience

Work experience and skills

- At least 5 years of working experience in related field, willing to travel
- Speak, read and write fluent English
- Communication skills, fluency in Mandarin with good writing skill
- Computer literacy
- Budget plan and cost control
- Commitment to work, attention to detail, initiative, confidentiality, strong coordinating and organizational skills, time management, problem solving, team work

Manager
Signature _____ Date _____