



JOB DESCRIPTION

Job Title	Department	Location	Reports to
PR Executive	Brand Communications	China	Head of Brand Comms

JOB SUMMARY/OVERVIEW

The PR Executive role is responsible for building and maintaining the China office media database and assets. They will also be expected to manage and execute brand communications and assist with content creation to increase our brand equity, alongside promoting our consultancy services. Responsibilities include media relations, project management, identifying exposure opportunities, pitching, selling-in and relationship building.

ESSENTIAL DUTIES AND RESPONSIBILITIES

1. Execute brand communications with the aim of increasing the brand equity in the eyes of the public in China.

- a. Have a good understanding of China media landscape, including both traditional media and social media.
- b. Maintain and explore China media outlets, by attending media gatherings, visits, phone calls, emails and other digital approaches.
- c. Identify PR opportunities for newsworthy records in the region and develop content serialisation with top tier and targeted media.
- d. Handle daily media enquiries, including press queries from press office mail group. Conduct and distribute newsletters for media pitches.
- e. Conduct and circulate monthly clipping reports, including print and online media

2. Assist with content creation and maximise the impact of content output through traditional and digital media.

- a. Have a good understanding on visual content creation.
- b. Work with Content Manager to support content creation initiatives both in terms of producing and promoting content.
- c. Develop press release and brand stories.
- d. Ability to implement media activities, and interviews if necessary

3. Prevent the brand from reputational risk, acting as the first line of defence against negative PR.

- a. Have a basic understanding on crisis management
- b. Monitor negative coverage, infringement and competitors from daily media reports and social media.
- c. Handle minor issues under supervision.
- d. Keep the issue logs on monthly basis.

4. Support Global Brand Comms by assisting with execution of global projects

- a. Support Head of Brand Comms in global branding campaigns, which includes but not limited to GWR book launch and GWR Day campaign.
- b. Conduct media plan and press kit on project basis. Follow-up media coverage afterwards.



- c. Pitch and organize media interviews upon request.
- d. Set-up internal or external meetings with stakeholders or vendors if necessary
- e. Conduct and circulate wrap-up reports.

JOB REQUIREMENTS AND QUALIFICATION

Education:

Undergraduate degree

Training, License, Certification Requirements:

N/A

Other Knowledge, Skills and Abilities:

- 3-5 years working experience
- Ensure the press office is well managed and serviced as well as working on parallel campaigns
- Communicate and work cross functionally with CAST and RMT
- Ensure media contacts are well serviced as well as getting what GWR needs to secure
- Identify high profile opportunities and contacts to promote GWR campaigns
- Ability to juggle multiple projects to changing deadlines
- Ability to prioritise a heavy workload
- Ability to manage projects from inception to completion

Our commitment

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If you are interested in the job opportunity, pls feel free to send your CV to:

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