Asia-Pacific Economic Cooperation

WE ARE HIRING!

COMMUNICATIONS EXECUTIVE (SOCIAL MEDIA & CONTENT)

Who We're Looking For

Are you a digital storyteller with a passion for international affairs and public engagement?

The APEC Secretariat is seeking a Communications Executive (Social Media & Content) to execute and implement the development of engaging digital content and social media campaigns that showcase the organization's work and impact across the Asia-Pacific region. This role is ideal for a creative communications professional who can spot compelling stories, translate complex policy issues into accessible content and build meaningful engagement across digital platforms.

Working with internal teams and relevant stakeholders from diverse cultural backgrounds, you will help shape APEC's digital presence, strengthen its reputation and ensure its communications remain timely, relevant and impactful in an evolving media landscape.

If you thrive in a fast-paced international environment and are passionate about using digital communications to inform, connect and inspire, we invite you to join our team.

Only shortlisted candidates will be notified.

Key Result Areas

- Maintain a consistent, timely and high-quality flow of social media content that supports APEC's communications priorities, meetings and key initiatives.
- Strengthen APEC's social media reach and engagement by building vibrant online communities that embody APEC's values and connect stakeholders across platforms.
- Create compelling visual and video content, including short-form formats, to showcase APEC initiatives, leadership voices and events.
- Ensure timely and accurate messaging through effective collaboration with internal teams and external partners.
- Effective planning, execution and optimization of both organic and paid social media campaigns, supported by data-driven insights and responsible budget management.

Role Specification

Education	Bachelor's Degree in Communications, Journalism, International Relations, Digital Media, or a related field (or equivalent experience)
Relevant experiences	• 5-7 years of experience in social media, digital communications strategy, content creation and delivering integrated, multi-platform campaigns, preferably within an international organization, public sector or corporate communications environment. • Strong editorial judgement with the ability to identify compelling stories, translate complex policy issues into accessible content and tailor messaging for different audiences.

	• Experience producing high-quality multimedia content, including short-form video, photography and graphics. • Experience managing paid social media campaigns, including audience targeting, budgeting, optimization and performance evaluation. • Proficiency with content management systems, analytics platforms and creative production tools. • Strong understanding of international affairs, public policy and/or regional economic issues is an advantage. • Excellent interpersonal and teamwork skills, with the ability to work in a multicultural environment and collaborate with diverse stakeholders. • Efficient time management skills to prioritize tasks and meet deadlines in a fast-paced environment. • Fresh graduates are welcome to apply.
Skill sets	• Platform expertise, deep understanding of their algorithms, audience behavior, formats and best practices. • Working knowledge of Adobe Creative Cloud, CapCut, Canva or equivalent productions tools. • Excellent writing, editing and storytelling skills with strong editorial judgement. • Content planning including editorial calendars and aligning content with organizational priorities. • Crisis management, capable of monitoring online sentiment and responding to misinformation or reputational risks. • Data-driven, experience running A/B tests and using analytics to improve content performance. • Build productive relationships across teams and advise colleagues on digital communications best practices. • Confident in engaging senior leaders and coordinating multiple stakeholders under tight deadlines.
Desired competencies (Essential / Critical)	• Critical Thinking and Planning: Develops proactive social plans, anticipates emerging opportunities and aligns content with organizational priorities. • Editorial Judgement and Storytelling: Identifies newsworthy stories, exercises sound editorial judgement and communicates complex issues clearly and accurately. • Ownership and Accountability: Takes responsibility for outcomes, follows through on commitments and consistently delivers without close supervision. • Stakeholder Influence and Collaboration: Builds trusted relationships, provides sound advice and works effectively across diverse teams and cultures. • Innovation and Continuous Improvement: Uses analytics, audience insights and emerging technologies to improve performance and drive innovation. • Execution Under Pressure: Prioritizes competing demands, exercises sound judgement and delivers high-quality work within tight deadlines.