

# WE ARE HIRING!

## **MEDIA MANAGER**

### **Who We're Looking For**

APEC Secretariat is looking for a high-energy team player who would thrive in a fast-paced, people-focused environment. As a Media Manager, you will help shape how APEC's work connects with diverse audiences across the region by building meaningful relationships and amplifying the stories behind APEC's initiatives. You will collaborate closely with internal teams, external partners, and stakeholders from our member economies, making every day dynamic and filled with opportunities to make a real impact.

This is a role for someone who loves engaging with people, enjoys being at the center of activity, and is excited about driving visibility for initiatives that matter. You will be part of a team dedicated to strengthening international cooperation, fostering inclusive growth, and helping economies work better together. Some travel will be required.

Join us and play a purposeful role in advancing APEC's mission of enabling sustainable economic development, deepening regional cooperation, and improving the lives of millions across the Asia-Pacific.

### **Key Result Areas**

- Develop and implement APEC's proactive media strategy, tailored to regional and international media environments and aligned with APEC's communications goals.
- Build and sustain strong relationships with journalists, editors, producers and regional correspondents to ensure fair and consistent media coverage.
- Lead the creation of accurate, clear and timely media materials, including press releases, statements, speeches, talking points, op-eds and media kits, that help bring APEC's work to life through real-world narratives, stakeholder voices and policy relevance.
- Coordinate all press-related logistics at APEC events, including media accreditation, press briefings, scheduling of interviews and on-site media support.
- Track media coverage, analyze sentiment and share of voice and prepare impact reports with actionable insights for strategic refinement.
- Provide media guidance and briefings to APEC Secretariat spokespeople and support host economies and policy leads in managing external media engagements.

### **Role Specification**

Education	Bachelor's degree in Journalism, Mass Communication, Media Studies, International Relations, or a closely related field from a recognized institution.
Relevant experiences	<ul style="list-style-type: none"><li>• At least 7 years of progressively responsible experience in journalism, media relations, or strategic communications, preferably within an international, multilateral, or government context.</li><li>• Demonstrated experience in leading media engagement strategies, coordinating press activities at high-level events, and managing rapid-response communications.</li></ul>

	<ul style="list-style-type: none"> <li>• Proven ability to write, edit, and produce high-quality media materials including press releases, speeches, media advisories, and talking points, under tight deadlines.</li> <li>• Experience maintaining strong relationships with journalists, editors, producers, and regional correspondents across print, broadcast, and digital media.</li> <li>• Familiarity with economic, policy, or business reporting in a multilateral context.</li> <li>• Proficiency in media monitoring tools, content management systems, and basic photo/video editing software is an asset.</li> <li>• Demonstrated ability to advise senior officials and policy teams on media messaging, public narratives, and institutional positioning.</li> <li>• Excellent time management skills with the ability to manage multiple media requests and priorities in fast-paced, high-stakes environments.</li> <li>• Strong interpersonal and diplomatic skills, with sensitivity to the diverse political and cultural contexts across APEC's member economies.</li> </ul>
Skill sets	<ul style="list-style-type: none"> <li>• Outstanding writing and editorial skills with the ability to translate complex policy and economic topics into clear, accessible, and compelling media content.</li> <li>• Ability to develop and deliver proactive, regionally informed media strategies aligned with organizational goals.</li> <li>• Capable of managing all aspects of media engagement from strategic planning to press logistics, interviews, and on-the-ground coordination at APEC events.</li> <li>• Strong media judgment and understanding of regional and global news cycles.</li> <li>• Ability to build and sustain professional, trust-based relationships with journalists and media stakeholders across various platforms.</li> <li>• Skilled in using media analytics and reporting tools to monitor coverage, measure impact, and inform content strategy.</li> <li>• Comfortable working across cultures, time zones, and institutional sensitivities, with a high degree of political and cultural intelligence.</li> </ul>
Desired competencies (Essential / Critical)	<ol style="list-style-type: none"> <li>1. <b>Editorial Leadership:</b> Sets and upholds high standards for APEC's voice and public messaging across media channels.</li> <li>2. <b>Strategic Communications Thinking:</b> Aligns storytelling and content strategy with institutional priorities and audience needs.</li> <li>3. <b>Relationship Management:</b> Builds and maintains media partnerships with diplomacy, credibility, and responsiveness.</li> <li>4. <b>Cultural Intelligence:</b> Adapts tone, messaging, and delivery to suit regional sensitivities and multicultural environments.</li> <li>5. <b>Results Orientation:</b> Delivers measurable outcomes in media visibility, engagement, and impact.</li> <li>6. <b>Collaboration and Influence:</b> Works cross-functionally with internal and external stakeholders to co-create compelling narratives and coordinated communications.</li> </ol>