WE ARE HIRING!

Asia-Pacific Economic Cooperation

PUBLICATIONS AND BRAND MANAGER

Who We're Looking For

APEC Secretariat is seeking a detailed-driven individual who thrives at the intersection of content and design. As a <u>Publications and Brand Manager</u>, you will play a pivotal role in shaping how APEC's work is presented, understood, and trusted—overseeing the production and quality of publications while safeguarding the consistency of the APEC brand. Working closely with internal teams, member economy stakeholders, and external partners, you will ensure that policies and projects are translated into high-quality, accessible, and visually coherent materials that reflect APEC's standards and values.

This role is ideal for someone who takes pride in precision, enjoys guiding others through policies and processes, and is motivated by building systems that enable excellence at scale. You will be part of a collaborative and multicultural environment where your expertise supports regional cooperation, strengthens institutional credibility, and enables APEC's initiatives to reach diverse audiences across the Asia-Pacific.

Join us, to advance APEC's mission to support sustainable economic development and regional collaboration.

Key Result Areas

- Maintain consistent use of the APEC brand, advise on branding and IP matters, and identify and address reputational or compliance risks early.
- Manage the full publications process from review to release, ensuring all outputs meet APEC standards and guidelines.
- Oversee the design and production of publications and outreach materials, ensuring clarity, consistency, and timely delivery.
- Ensure publications and branding comply with policies by providing advice, resolving queries, and keeping guidelines and tools up to date.
- Support internal teams, member economies, and host economy with guidance on branding and publication requirements.
- Plan and manage publication cycles, timelines, and budgets to deliver multiple projects efficiently.

Role Specification

Education	Bachelor's degree in communications, international development, international relations or relevant fields.
Relevant experiences	- Communication specialist with minimum five years' experience in publications management, brand management and public relations - Thorough understanding of publication processes and production—coordination of all production-related matters from receipt of manuscripts to final print and online publication. - Design and production of communications resources and materials - Licensing, copyright protection and intellectual property management

	• Reputation and risk management • Communication strategy planning and implementation, key message development and product dissemination • Research and evaluation • Experience managing publication databases, metadata and content uploads • Familiarity with publication numbering systems, ISBN/ISSN registration and archival requirements is an advantage • Budget management experience • Experience in multicultural communications • Experience in project management • Business and political acumen to find solutions to obstacles affecting the delivery of key deliverables • Capacity to liaise and coordinate with the Executive Office and stakeholders.
Skill sets	• Communication and presentation skills • Writing, editing, and proofreading skills • Detail-oriented • Organizational and project management skills • Ability to handle multiple projects, determine priorities, and meet deadlines • Relationship management and teamwork • Ability to work well in a multicultural environment • Design, styles, and publication practices and principles • Knowledge in design software (InDesign, Photoshop, etc) a plus
Desired competencies (Essential / Critical)	• Deciding and Initiating Action • Writing and Reporting • Applying Expertise and Technology • Creating and Innovating • Planning and Organizing • Delivering Results and Meeting Customer Expectations • Presenting and Communicating Information