

PUBLIC RELATIONS COORDINATOR

Hong Kong

Based in Hong Kong, the Public Relations Coordinator will provide support to Asia-based Press and assist in planning and executing the regional Communications plan. This role will be responsible for developing and enhancing the brand awareness of Phillips in the region and undertaking communications, working closely with the Public Relations Director, Asia, as well as the wider Global Marketing and Communications Departments.

Key to the position will be an ability to think beyond traditional media campaigns, to bring fresh approaches to enhancing the profile of Phillips, such as planning creative communications campaign, in addition to securing impactful media coverage.

Duties and Responsibilities

- Assist PR Director in all Asia press matters, including press release writing and translation, dissemination, pitching and following up with media and agencies.
 - Undertake press campaigns for events including auctions, exhibitions and partnerships.
 - Prepare and implement press campaigns in liaison with the relevant department, specialist and other interested parties for auctions and exhibitions, developing enticing content in support of the Public Relations Director, Asia.
 - Initiate market research on arts, luxury, and all other relevant publications, recommending new channels for press campaigns and developing contacts with regional media across Asia in order to maximise coverage opportunities for Phillips, as well as managing the press clippings day to day.
 - Organise and coordinate events including press launches, press views and other initiatives as required.
 - Collaborate on press requests, including proactive pitches as well as answering media enquiries.
 - Support the Public Relations Director to prepare Phillips' Asia based specialist teams for interviews with the media, providing suggesting talking points and Q&As to brief them in advance.
 - Engage influencers to endorse Phillips' initiatives, whether that be at events, in the media, on social media and beyond.
 - Assist with internal communications, including staff newsletter, all staff meetings and other initiatives as they develop.
 - Work side by side with colleagues across the global Marketing and Communications teams to ensure seamless coordination internationally.
 - Provide ad hoc Communications support as required.
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Professional Skills and Experience

- 3 to 5 years of media, Communications, Marketing department, or PR agency experience, ideally in the art or luxury sphere, with experience in executing communications campaigns, editing and copywriting.
 - Fluent in written and spoken English and Mandarin.
 - Experience in art or luxury lifestyle (watches & jewels) is preferred.
 - Outstanding writing skills.
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Education and Training

- Degree in Art History, Journalism, or Communications desirable
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Personal Attributes

- Ability to communicate in a professional manner with a wide variety of people including written and verbal communication.
 - Excellent time management skills with the ability to work under pressure and prioritise to meet strict deadlines.
 - Ability to work well with people from diverse backgrounds.
 - Proactive with excellent organisation and problem-solving skills, and enthusiastic about art.
 - Collaborative and strong team player, persevering and able to work independently and as part of a team.
 - Demonstrated ability to multi-task and take on ad-hoc requests.
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Working Conditions

- Work is undertaken primarily within an office environment in our Hong Kong office.
 - Flexibility with working hours including some evenings and weekends.
 - Some regional travel may be required.
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To apply, please email a resume and cover letter to careers@phillips.com.