

Date: 2 April 2013

Job title: Executive Director, Head of Communications

Location: ASIFMA, Hong Kong

Introduction

ASIFMA represents the interests of the region's leading financial institutions to regulators and other stakeholders in Asia. The association is currently seeking a Hong Kong-based communications professional with excellent communications skills and experience and a strong understanding of the region's financial markets. The Head of Communications will report directly to the CEO and will have overall responsibility for member communications and media relations. The successful candidate will work closely with policy staff and ASIFMA leadership to develop and convey vital messages related to capital market development in Asia and its importance with respect to domestic, regional and global economies. The new Head of Communications will join a growing team of 12 in Hong Kong. ASIFMA is expected to expand over the next 2 to 3 years and has already added Equities and enhanced FX capabilities to complement its existing Fixed Income activities.

ASIFMA objectives include:

- Offering a strong voice for Asian market participants and advocating their views at national, regional and global levels
- Developing a constructive and facilitative dialogue on market and regulatory policy with policymakers, regulators and other relevant stakeholders
- Contributing technical expertise to further the growth and development of Asian financial markets
- Advocating for transparency in regulation and regulatory change and consistency and fairness in their application
- Contributing to the integration and harmonisation of Asian financial markets with global standards and best practices
- Building relationships with members and regulators
- Identifying new members

The Head of Communications will:

- Set and implement ASIFMA's overall communications and media relations strategy
- Build ASIFMA's profile among target media and relationships with key journalists
- Pitch domestic and regional media outlets for targeted projects
- Act as spokesman for the organization when appropriate
- Advise ASIFMA staff on media handling in relation to specific issues
- Assist in drafting op-eds and pitch them to appropriate publications
- Build/maintain relationships with corporate affairs and communications colleagues in member firms
- Edit and review ASIFMA's written outputs, such as consultation responses and staff documents and presentations
- Manage weekly publication of the *Asia Regulatory Review*

- Manage the website, including content and design
- Coordinate with Conferences and Events Manager to promote ASIFMA sponsored programs
- Cover ASIFMA events to create event highlights for use by media and members
- Assist in the development of messaging to communicate ASIFMA's policies and initiatives
- Create educational factsheets and one-pagers on relevant policy issues, financial markets, and financial products
- Convey information through multiple online channels, including social media
- Coordinate with communications colleagues at global alliance partner associations: GFMA, AFME and SIFMA
- Craft member communications and marketing materials, including quarterly reports, in coordination with ASIFMA staff
- Ensure brand integrity and style consistency is applied across all communications channels

The Person

The successful candidate will need the following key competencies and personal attributes.

Key Competencies

- A degree in journalism, communications, or finance, or an MBA is preferred
- Minimum 5-7 years' experience in corporate communications or a related field, preferably in Asia
- A working knowledge of the regulatory issues affecting the financial services industry in Asia; knowledge of fixed income and equity markets as well as asset management would be a plus
- Excellent writing skills with an ability to adapt communications for a variety of audiences and purposes
- Well developed and current relationships with relevant members of domestic and regional media
- Ability to synthesize multiple sources of information and search out additional valuable messaging opportunities
- Must be a proactive team-player with great instincts, able to work under tight deadlines
- Fluency in verbal and written English is required; business proficiency in an Asian language, ideally Mandarin Chinese or Korean, would be a plus

Key Personal Attributes:

- Drive and leadership abilities
- Strong communication skills and an ability to engage with many different audiences
- Inclusive, a good listener and persuasive
- Self-starter with strong organisational skills
- Ability to prioritise, work independently and exercise good judgment
- Proactive and solutions oriented, able to think outside the box and make connections through lateral-thinking



To Apply

This position is based in Hong Kong and a Hong Kong work permit may be required. The position is open with immediate effect. ASIFMA offers an attractive remuneration package commensurate with experience, including the possibility of an annual discretionary bonus based on performance.

To apply, please submit your resume and cover letter to wwong@asifma.org. The closing date for application is 30 April 2013.

The Global Alliance: ASIFMA, AFME, SIFMA and GFMA

ASIFMA - The Asia Securities Industry & Financial Markets Association (ASIFMA) is an independent association whose mission is to promote the development of liquid, efficient and transparent capital markets in Asia and encourage their orderly integration into the global financial system. Association priorities are driven by the active participation of over 40 member companies including global and regional banks, securities dealers, brokers, asset managers, credit rating agencies, law firms, trading and analytic platforms, and clearance and settlement providers involved in Asia-Pacific's capital markets. ASIFMA is located in Hong Kong and works closely with its global alliance partners: the Global Financial Markets Association (GFMA), the Securities Industry and Financial Markets Association (SIFMA) and the Association for Financial Markets in Europe (AFME). (www.asifma.org)

AFME - The Association for Financial Markets in Europe is a new organization formed from the London Investment Banking Association (LIBA) and the European operations of the Securities and Financial Markets Association (SIFMA). AFME also includes the activities formerly carried out by the European affiliates of SIFMA. AFME represents a broad array of global and European participants in the wholesale financial markets. Its 197 members comprise key global and regional banks, brokers, law firms, and a number of other financial institutions. (www.afme.eu)

SIFMA - The Securities Industry and Financial Markets Association brings together the shared interests of hundreds of securities firms, banks and asset managers. SIFMA's mission is to support a strong financial industry, investor opportunity, capital formation, job creation and economic growth, while building trust and confidence in the financial markets. SIFMA operates out of offices in New York and Washington, D.C. (www.sifma.org)

GFMA - The Global Financial Markets Association (GFMA) brings together three of the world's leading financial trade associations to address the increasingly important global regulatory agenda and to promote coordinated advocacy efforts. The Association for Financial Markets in Europe (AFME) in London and Brussels, the Asia Securities Industry & Financial Markets Association (ASIFMA) in Hong Kong and the Securities Industry and Financial Markets Association (SIFMA) in New York and Washington are, respectively, the European, Asian and North American members of GFMA. For more information, visit <http://www.gfma.org>.