



Ambasáid na hÉireann  
Embassy of Ireland

AMBASÁID NA hÉIREANN  
EMBASSY OF IRELAND

BEIJING

3 RITAN DONG LU

TEL: (8610) 8531 6200

Press and Public Diplomacy Attaché

**The Position:**

The Embassy of Ireland in Beijing is seeking to recruit a qualified and highly motivated candidate for the position of Press and Public Diplomacy Attaché.

The Press and Public Diplomacy Attaché will be a full time employee on a fixed contract of two years based at the Chancery building; 3 Ritan Dong Lu, Beijing. The contract would have a built in six-month probation period.

The attaché will report to the Ambassador through the Press, Information and Public Diplomacy Officer. He/she will play a key role in the promotion across China of the Ireland Brand and of the main messages of the Irish Government and Team Ireland in China to advance Ireland's trade, investment, education, cultural, tourism and people to people links and other interests.

A successful candidate would have a fluent command of the Mandarin Chinese language, both spoken and written. He/she would be familiar with Ireland's projection in China and have proven strong experience over several years in and with Chinese television, electronic, social and print media.

**Job Description:**

Contribute to the development and implementation of the Embassy's Communications Strategy with the Irish Consulates in China and the Irish State Agencies.

Advancing the Embassy's objectives in the press, information and public diplomacy areas using the whole range of available traditional and digital platforms.

Proactively identifying channels and suitable opportunities for him or her and other members of Team Ireland to present to new targeted audiences its key messages; seek out platforms and individuals in the Chinese media that will serve as key multipliers for these messages; work with the Embassy team to collect suitable messaging and generate fresh, visual, up to date and engaging content for all media platforms.

Prepare project proposals and bids for funding from official funding sources and once secured take charge of implementation and reporting.

Be familiar with and sensitive to messages that are appropriate for the particular target market.

Monitor website and social media analytics and generate related reports.

Assist, as necessary, with all incoming high level visits.

Undertake other duties appropriate to the position, as directed by senior management.

The Attaché will be employed on a full time basis and office hours will generally be 9:00-12:30 and 2:00 to 5:30. However it will be necessary to be flexible to the business needs of the organisation and work outside these times.

**Essential requirements:**

1. Fluent written and spoken English
2. Fluent command of the Mandarin Chinese language, both spoken and written.
3. At least 3 years' experience in a busy communications environment and a proven track record on creative projects.
4. Strong knowledge of Ireland and its role in China
5. Good character (security clearance may be required)

**Desired general qualifications:**

1. A third level qualification in a relevant discipline, eg. marketing, communications
2. Copywriting and editorial experience
3. Knowledge of social media tools used by the Embassy – Wechat, Weibo, Twitter etc.
4. Experience of living or working in Ireland

**Key Competencies:**

1. Interpersonal and Communication Skills
2. Proven ability to perform effectively in all live media situations
3. Management and Delivery of Results
4. Drive and Commitment
5. Specialist Knowledge, Expertise and Self Development
6. Analysis and Decision Making
7. Evidence of being a team player

**Desirable Technical Requirements:**

1. Knowledge of videography and photography
2. Familiarity with data analytics
3. Familiarity with Microsoft Office, publishing tools and graphics software

**Special Personal Attributes:**

Candidates must have excellent interpersonal and communications skills, the ability to work cooperatively, flexibly and constructively with colleagues from the range of business units, technical and non-technical, across Team Ireland in China and be able to perform the duties within tight deadlines as required. Ability to provide advice with sensitivity to policy considerations and the wider context within which the Embassy and Irish State Agencies operate is important.

**Application Process:**

Letters of application should state the salary expectation of the candidate and be accompanied with a current CV and two references.

Applications should be submitted to the Embassy by post or by e-mail to [beijing\[at\]dfa\[dot\]ie](mailto:beijing@dfa.ie) before 5pm (Beijing time) on 16 May 2016 with the following subject line - “Public Diplomacy Attaché job application”.

Candidates will receive confirmation of their application and following a screening of applications will be contacted directly for interview which will be in Beijing or by videoconference in Dublin or Limerick.

The following websites and social media may be useful for prospective candidates:

[www.dfa.ie/china](http://www.dfa.ie/china)

[www.dfa.ie](http://www.dfa.ie)

[www.publicjobs.ie](http://www.publicjobs.ie)

<http://www.weibo.com/irelandinchina>

[@IrEmbChina](https://twitter.com/IrEmbChina)

**All enquiries should be directed in writing to [beijing\[at\]dfa\[dot\]ie](mailto:beijing@dfa.ie)**

*By submitting information electronically, parties accept that data may not be fully secure. Any personal information submitted to us will only be used for its intended purposes and will be destroyed when no longer needed. Any other processing or disclosure of personal data is not allowed other than in the exceptional circumstances provided for under the Data Protection Acts.*