



**CHINA MASTERS
EXCHANGE PROGRAM**

福莱国际 英才计划

YOU'LL NEED TO PROVIDE

- A cover letter
- A resume
- Two letters of recommendation from internship employers, educators or others
- Up to two writing samples in Chinese (please limit to five pages each) and up to two writing samples in English (please limit to five pages each).



ABOUT US

FleishmanHillard is the world's most complete global communications firm, specializing in public relations, public affairs, marketing, paid media, and transmedia and social content.

FleishmanHillard delivers on the power of true, reflecting the firm's high values and unique ability to guide clients through a world demanding unprecedented authenticity and transparency.

The firm's award-winning work is widely heralded, and FleishmanHillard has been honored with hundreds of industry accolades, including PRWeek's inaugural Global Agency of the Year; NAFE's "Top 50 Companies for Executive Women" for 2010-2016; and a 2013 Workforce Optimas Award for the China Masters Exchange.

ABOUT THE PROGRAM

As part of FleishmanHillard's focus on helping Asian multinationals establish their brands in the U.S. and other regions, the China Masters Exchange was born. We are cultivating the next generation of communicators who have the cultural understanding and global outlook to really synchronize East/West opportunities and collaboration. This is a significant strategic investment in future-building for our firm.

We are committed to identifying, training and retaining the best Asian talent in the communications industry. Incubating high-potential Masters in Western business hubs will help them fast-track their careers by learning the ropes from top executives and building global business experience in our centers of excellence. Our senior counselors clearly recognize the value of China Masters in their group and in the network, so they are extremely enthusiastic about mentoring them and sharing expertise. They take personal responsibility for investing in their development during the time they are together, such as exposing them to learn the fundamentals of communications, including research and analytics, social media strategy, community outreach, new business presentations, client relationship management and budgeting, writing and media relations. The exchange program will also enhance cultural collaboration companywide.

Digital and social media has transformed customer expectations and introduced an age of radical transparency. Smart organizations have bravely embraced this shift and broken through the cultural clutter to connect with, communicate to and serve their customers and stakeholders. Our unique program addresses both goals, and more. It allows us to support our growing number of Asian clients and develop young Asian professionals with a dedicated, in-depth program that combines practical experience with leadership and direction from the best practitioners in the industry. In addition, it enables FleishmanHillard to further expand the diversity of our global workforce, a critical priority that has become even more important to our success as we transition to an increasingly borderless global marketplace.

> What You Will Receive

A US\$5,000 scholarship will be awarded, and upon graduation, the Masters will move into a fast-track program with a FleishmanHillard office in the U.S. that pairs them with a senior executive to teach strategic digital and social based communication principles in action to provide real-world exposure to critical issues and solutions. After successful completion of up to one year employment in the U.S., FleishmanHillard and the Masters will discuss transferring to an office in Asia or another office in the agency's network that can benefit from a Master's training, education and bilingual skills.

THE POWER OF TRUE OPPORTUNITY

> Ideal Candidate

Opportunities for graduate and undergraduate students are available for those willing to work at a FleishmanHillard U.S. office and then relocate to a FleishmanHillard Asia office. Consideration will be given to students in all areas of study who possess well-developed integrated communications, strong writing and communication skills, advanced skills in manipulating and interpreting data, and sound experience pivoting between multiple projects. We encourage individuals with an eagerness to expand their skills in web, mobile and social based communications, online analytics or integrated communications to apply.

Candidates must be:

- Full-time enrolled students and graduating in an upcoming semester.
- Fluent (speaking and writing) in English and native Chinese or another Asian dialect.
- Eligible to work for any U.S. employer.

Individuals will have the opportunity to:

- Gain beyond the standard user familiarity with social media platforms (Facebook, Twitter, YouTube, LinkedIn, blogs, etc.)
- Work closely with staff across social media strategy and crafting customized web and social metrics reports.
- Support in the management of paid social campaigns for exciting brands (drafting short-form and long-form content).
- Work with activation, digital strategy & research, social listening & analytics team to deliver social metric and social listening reports.
- Contribute to campaign ideation and program development; researching and showcasing emerging social platforms, followed by execution. Provide client support by providing background research and competitive research on client-specific issues by monitoring, researching, compiling and analyzing client media coverage, including offline and online media.
- Participate in new business process, including research and proposal preparation.

CONTACT

To apply or to find out more,
please visit fleishmanhillard.com/careers

Please email any questions to
CMEProgram@fleishman.com.