

## **ASIA PACIFIC COUNCIL OF AMERICAN CHAMBERS OF COMMERCE (APCAC)\***

\*NOTE: Name to be changed to AmChams of Asia Pacific

### **Request for Proposal: APCAC Secretariat**

#### **Introduction**

The Asia Pacific Council of American Chambers of Commerce (APCAC) is an association of American Chambers of Commerce working to make it easier to do business in Asia. Established in 1968, the Asia Pacific Council of American Chambers of Commerce is the association of 28 American Chambers of Commerce in the Asia-Pacific region. APCAC's collective membership represents over 15,000 businesses, over 50,000 overseas American workers and over 10 million employees. American enterprises provided over \$620 billion USD in trade and investment in the APCAC region in 2017.

Given the importance of Asia to American businesses, APCAC has committed to further enhancing its effectiveness by elevating its secretariat and support for its member Chambers. An elevated and more strategic APCAC will be a useful tool for its member AmChams and for American business in the region.

APCAC is requesting proposals from companies/individuals who are interested in serving as a new, elevated secretariat for the organization.

Under the direction of the APCAC Chair and the Executive Committee, the APCAC Secretariat will play a central role in strengthening the strategic position of APCAC and its mission of advancing the competitiveness of American business in the Asia-Pacific region. This company/individual will be an enthusiastic self-starter with a strong work ethic capable of handling multiple projects related to the management of key components of APCAC. The APCAC Secretariat will work with APCAC member organizations and partners, will report to the APCAC Board, and its performance will be evaluated by the Chair and Executive Committee.

#### **Responsibilities:**

The APCAC Secretariat will be responsible for:

##### **1. Member Support & Meeting Coordination**

- Arrange and coordinate annual meetings including, but not limited to, the ED Retreat, working group meetings, and board meetings
- Develop and support communication and coordination of information and common interests between Chambers
- Manage centralized resource platform for shared information between Chambers (i.e. Facebook group)
- Coordinate and organize highly effective ED retreats with clear agendas and objectives. Retreats should enable regional networking, best practice sharing and development of solutions to common challenges facing Chambers

## 2. Media, Communications, and Brand Development

- Website management and development
- Design and execute media and social media strategy to support and elevate APCAC initiatives
- Ensure a consistent brand ID for APCAC on all public facing documents, materials, and events
- Create branding and communications campaign to elevate the new brand and name\* (\*APCAC name will change to AmChams of Asia Pacific)

## 3. Advocacy Initiatives

- Manage the formation, drafting, approval, publishing, advocacy, and communication of the Annual Policy Report
- Work with the APCAC Chair, the Executive Committee and the Washington Representative to ensure the ongoing policy effort in Washington is coordinated and advancing towards the stated objectives
- Doorknock
  - With the direction from the APCAC Chair, the Executive Committee and support from the APCAC Administrator, the Secretariat will work with the Washington Representative to plan the annual APCAC Doorknock
  - Will encourage Chairman's Circle Members and corporate leaders to attend the Doorknock and strategically deploy them to key meetings
  - Recruit the participation of as many AmChams as possible, including AmCham Board members, business representatives, committee chairs, etc.

## 4. Spring Summit

- With direction from the APCAC Chair, the Executive Committee and the host AmCham, the Secretariat will organize the Spring Summit, including defining the role of the local American Chamber of Commerce (AmCham) in the event plan

## 5. APCAC Chairman's Circle

- Manage, leverage and build the APCAC Chairman's Circle

### Requirements

- Strong interest in the mission and work of APCAC
- Experience working with CEOs, heads of organizations, and government officials
- Excellent customer service skills and high level of professionalism
- Experience in recruiting high level sponsorship and maintaining customer relationships
- Event planning and logistics experience
- Project management skills
- Strong written and verbal communication skills (native level in English)
- Ability to manage website and social media platforms

**How to Apply:** To apply, please submit resume, cover letter, and compensation expectations to [apcacsecRFP@gmail.com](mailto:apcacsecRFP@gmail.com).

**DEADLINE:** July 22, 2019