

## **Head, Corporate Communications & Branding**

Poised as the industry leader in the services sector, our Client organization has earned its recognition through assiduous commitment to core value creation. Their relentless pursuit of superior customer experience and business innovation has seen the organization attain rapid business growth and recognition with key thought leaders in its field.

In view of their exponential growth, they are searching for a dynamic and perceptive member of the leadership team to continue to uphold the business vision and bring it into its next business phase. Come and be part of an organisation that is a market leader in its space and has been awarded with industry recognised employer and human capital strategy awards.

### **Responsibilities:**

#### **Brand identity**

- Act as the Brand guardian and promoter of coherent brand identity of the business
- Responsible for and provide guidance on the brand protocols on all internal and external communication
- Manage all contacts and communication relating to brand identity
- Advise and guide corporate communication by management and leaders

#### **Media relations and public agencies**

- Lead and manage media relations and public agencies
- Manage corporate reputation and risk in the media through appropriate media relations, policies, protocols and communications guidelines
- Develop and direct strategic media outreach plans that generate favorable and cohesive media attention

#### **Group's corporate communication strategy**

- Lead in the development and effective implementation of the group's corporate communication strategy to achieve organization goals
- Consult with the business units to ensure an integrated and strategically aligned communications approach, including appropriate messaging, media communication methods and content to best reach the targeted stakeholders
- Write, review and edit essential internal and external communications prior to dissemination to ensure accuracy, clarity, appropriateness and a corporate voice

### **Prerequisites:**

- Degree in the relevant field
- 8 years of corporate communications experience including marketing and public/media relations with at least 3 years working with organization leaders as well as demonstrated experience in brand building and brand management
- Experience in stakeholder management and communicating change
- Demonstrated track record of effective media and public relations
- Strong in organizing, planning, and executing varied and large scale programs and events
- Proven success and experience in branding and corporate communications
- Dynamic and visionary
- Mentor and lead a team
- Effectively bilingual in English and Mandarin would be an added advantage



**Please indicate your current remuneration details. All information shared with us will be treated with the highest level of confidentiality.**