

JOB DESCRIPTION

Job Summary:

The Senior Manager, Communications & PR, is responsible for developing and executing comprehensive communication strategies to enhance the organization's visibility, maintain positive relationships with stakeholders, and ensure effective internal and external communications. This role involves leading a team of communication professionals and collaborating with internal and external partners to drive strategic initiatives.

Job Responsibilities:

- Provide leadership and guidance to the Communications & PR department, overseeing content creation, strategic planning, and stakeholder engagement efforts.
- Supervise and mentor the staff of the Communications & PR department, ensuring high-quality output and professional development opportunities.
- Collaborate with internal and external stakeholders to gather industry-relevant data and develop engaging content for various channels, including press releases, articles, blogs, social media, and multimedia material.
- Align content for branding, advertising, and communication campaigns with the organization's mission, vision, and key objectives.
- Develop and implement a comprehensive Communications & PR activities calendar to manage timely and relevant content development.
- Lead the development and implementation of communication and PR strategies aligned with organizational goals, monitoring industry trends and competition to refine strategies accordingly.
- Cultivate and maintain relationships with media outlets, assisting in managing media inquiries and coordinating responses.
- Organize media events and press conferences to promote the organization's initiatives, establishing and maintaining a media contact database.
- Ensure effective internal communication processes, collaborating with other departments to streamline communication and enhance employee engagement.
- Develop and implement crisis communication plans, acting as a spokesperson during times of crisis to manage information flow and maintain the organization's reputation.

- Collaborate with the Marketing & Event Management department to align communication strategies with event initiatives, developing communication plans for major events and providing guidance on event-related materials.
- Monitor media coverage and industry trends, providing insights for continuous improvement, and utilize analytics tools to measure the impact of communication efforts.
- Develop and present regular reports on communication metrics to senior management, highlighting key achievements and areas for improvement.

Additional Responsibilities:

- Perform other duties that fall within the competency and responsibility of the position or assigned by supervisor