Job description
Senior Executive - Corporate Communications

Key Requirements:

- Bachelor's degree in Communications, Public Relations, Marketing, or a related field.
- 1-2 years of experience in corporate communications or related roles, preferably within a digital marketing or PR agency.
- Strong project management and coordination skills.
- Proficiency in communication tools and social media platforms.
- Strong research, analytical, and organisational skills with a keen attention to detail.
- Excellent written and verbal communication skills.

Key Responsibilities:

- Execute internal plans, delivering communication across various channels including digital PR, social media, and internal newsletters.
- Conduct regular research and be on the lookout for awards, events, media queries, digital PR, and social media.
- Plan and execute WRM events, awards, and other initiatives and communications.
- Drive content creation for various communication platforms, including social media posts, press releases, internal announcements, and newsletters.
- Collaborate with internal creative teams to produce visually appealing and impactful communication materials.
- Monitor and analyse the effectiveness of communication strategies and campaigns, providing recommendations for continuous improvement.
- Perform competitive analysis of industry practices, trends, awards, and creative innovations, contributing strategic insights to the team.
- Contribute to the creation of compelling case studies for executed campaigns and activities.
- Maintain and update a database of media contacts, industry awards, and event calendars.
- Assist in the preparation and delivery of presentations and reports for management.
- Identify avenues to strengthen client relationships and employee branding.