

Corporate Communications Officer

My client is a successful, privately owned industrial group with several divisions, sales offices and production sites around the world. Innovation, high quality, reliability and customer service are success keys for the leading position in its business. Originally founded more than 100 years ago the group has now a global workforce of almost 5'000 people. The headquarter is based in the Zurich area.

As the Corporate Communications Officer you will be responsible for corporate and internal communications. You will also further develop and implement global communications strategies that support the business and growth of the Group worldwide. Corporate Communications is accountable for building a coherent company identity, a strong and consistent Corporate Brand image and increasing the notoriety of the company in target markets around the world.

As the responsible Manager for the Corporate Communications you will provide strategic input in relation to brand positioning and work alongside senior stakeholders to shape the brand strategy and implementation, as well as consistency of messaging on corporate level.

You will be working in a de-centralized international matrix organization and coordinate Brand- and Corporate-related aspects in collaboration with the Marketing-Communications departments of the four divisions as well as "Business and Production units" (subsidiaries) in 29 countries. You are managing a team of five Communications Specialists / Assistants and reporting to the CEO.

Your responsibilities will include but not be limited to:

- Implementing the global corporate communications strategy, issuing or implementing guidelines related to various communication topics.
- Leading the development of brand communications and brand positioning.
- Managing and responding to corporate communications related issues.
- Manage the implementation of the Corporate Identity worldwide.
- Coordinate electronic and printed corporate publications (image brochures, annual report, websites, social media).
- Working to create an effective narrative and organizational story to be implemented across the Group (Brand storytelling).
- Building-up and ensuring a consistency of internal communications throughout the group. Place internal and external messages at corporate events; ensure consistent corporate messaging of Senior Management (CEO, Group Management).
- Public relations, media and stakeholder management (Switzerland and worldwide). Coordinate global PR initiatives (e.g. USA, Germany, Asia).
- Crisis management.
- Manage external agencies and subcontractors.
- Manage corporate tools related to Branding and Communications.

Profile

The successful candidate will:

- Have several years of work experience in senior level communications within a large complex global organization.
- Be able to operate at both strategic and operational levels and have strong strategic and operational planning and negotiation skills.
- Have excellent stakeholder management skills.
- Have strong brand communications and development skills including PR, internal communications, employer branding and crisis management.
- Have proven team leadership skills and the ability to manage and motivate teams through periods of change.
- Have previously worked in an industrial or technological B-2-B context (desirable).
- Be fluent in English, French and German (additional languages an advantage).
- Ability and willingness to travel within Europe and worldwide.

Are you interested? Please send your application by E-Mail to Matthias Brägger or call him for more information.