



SENIOR MANAGER, BRANDING & COMMUNICATIONS

Location: Petaling Jaya

Nationality: Local

Type: Permanent

Post: 1

Role Summary

- To manage the Company's strategic corporate communications needs under the COO.
- To support the Company's operational communication needs in both the property development and asset management business units of the Property Division, under the Head of Marketing & Sales & Director of Property.
- The communications activities include branding, public relations, advertising (media), promotions, research, assisting the production of collateral for project marketing and sales purposes, sponsorship, event management, crisis management and community strategies.
- Liaise directly with the COO on corporate communications issues.
- Liaise directly with the Head of Marketing & Sales, Head of Investment Properties and the Director of Property on 'property development' and 'asset management' communications strategies and execution plans designed to promote the sale of property development projects and lease vacant space within the company's investment properties.

Relationship Management

- Maintain effective relationships with all communications service providers, ensuring their service maintains a high standard and their charges are competitive.
- Develop and maintain an effective relationship with relevant stakeholder representatives and report appropriate information to the COO and Director of Property as appropriate.
- Build relationships with key industry journalists and editors to facilitate local and regional PR for the corporate and operational sides of the business.

Corporate Communications

- Prepare an annual Corporate Communications Strategy and implement all aspects of the Communications Strategy in a timely and effective manner to achieve performance measures agreed with the COO.
- Implement a program for measuring public perceptions of the brand and implement strategies/actions to positively improve these perceptions, especially as they may impact/support the company's project marketing activities.
- Understand local media channels, their reach and impact and provide advice to COO as required on the optimal mix.
- Monitor media coverage in both the business and property media.



- Identify opportunities to recalibrate existing sponsorship and community relations program and thereby grow positive public perceptions about the brand.
- Benchmark competitor category businesses to maintain an accurate understanding of industry position.
- Develop a deep understanding of the company's values and culture and implements actions to foster and grow these within and outside the business.

Operational Communications

- Support the marketing/sales strategies of the Property Development department through assistance with the preparation of marcomm collateral including the use of digital and traditional media channels, banners, billboards etc as promotional devices. Note: this role to be carried-out in conjunction with appointed branding consultants, marcom consultants, marketing advisers/selling agents
- Research key target markets for property development projects to inform the most effective means of communicating with those markets.
- Provide assistance with the staging of project based launch events and promotional/awareness activities.
- Monitor the company's project based web sites and provide advice to the Director of Property with regards improvements to their design and opportunities to Building brand improve sales effectiveness.
- Provide advice to the Director of Property on brand development for new and existing projects/assets.
- Provide advice to the Head of Asset Management in relation to promotional campaigns designed to support the leasing of office and retail space and the business performance of retail and office assets.
- Identify the Property Division's market research needs for both the property development and asset management arms of the business and process this information to support marketing and brand development objectives.
- Attend meetings as required by the COO and Business
- Ensuring proper Unit Heads.
- Prepare reports and discussion papers for the CEO as process flow in directed by the COO.
- Maintain and report on budgets on a regular basis to both the Business Heads.

Educational Qualifications:

- Degree from a recognized university in Communications, Marketing or the Arts.
- Minimum 10 years' professional experience including at least 5 years' experience working within a corporate communications environment working either on the Client side or the Consultant [Advertising/PR] side.
- Industry experience in the marketing-communications field is essential as the incumbent will be managing external marcom consultants.