



Job Description

Business Communication Leader - JD (DJD2024005)

Roles	To produce high-quality content that engages customers and builds brand recognition. Responsible for creating informative content, press releases, articles, and media opportunities to share company's brand, products, and services.
Responsibilities	<p>Create informative and interesting press releases, press kits, newsletters, and related marketing materials.</p> <p>Develop and implement effective communication strategies that build customer loyalty programs, brand awareness, and customer satisfaction.</p> <p>Prepare periodic reports.</p> <p>Plan and manage the design, content, and production of all marketing materials.</p> <p>Design visually appealing content using CorelDRAW for various marketing materials.</p> <p>Optimize content for search engines (SEO) to increase online visibility and drive traffic to the company's website.</p> <p>Manage and update the company's website using WordPress to ensure current and relevant content.</p> <p>Work with different marketing departments to generate new ideas and strategies.</p> <p>Create communication and marketing strategies for new products, launches, events, and promotions</p> <p>Coordinate with Marketing and sales for digital marketing initiatives</p> <p>Respond to communication-related issues in a timely manner.</p>
Category	Description
Qualifications	Bachelor's degree in communications, Journalism, public relations or relevant field. Or any bachelors degree with relevant experience .
Experience	6+ years of relevant experience
Technical & Process Capabilities	<p>Proficiency in CorelDRAW for designing marketing materials.</p> <p>Strong understanding of SEO principles and techniques.</p> <p>Experience with WordPress for website management.</p> <p>Confident communicator and presenter who is self motivated</p> <p>Produce high-quality content that engages customers and builds brand recognition</p> <p>Strong writing, editing, proofreading, layout and design, professional printing/publishing skills</p> <p>Knowledge and understanding of current trends in digital media/social media</p>
Behavioural Capabilities	<p>Team player with good communication skills.</p> <p>Internal and external orientation with Cross Functional Teams.</p> <p>Collaborate with internal and external stakeholders</p> <p>Strategic and analytic mindset</p> <p>Passionate and dynamic</p>
Values	Accountable & Responsible, Ethics & Integrity, Knowledge, Collaboration, Caring, Agility, Empowerment with Accountability and Sustainability