

Job Description	
Position	Senior Manager, Corporate Communications
Department	Marketing & Communications
Division	Corporate Services

SUMMARY OF RESPONSIBILITIES

- Lead the corporate communications function
- Act as Crisis Communications Manager during crisis
- Develop and implement a clear and consistent corporate communications strategy across all aspects of external and internal communications
- Be a principal contact for media relations including briefing the PayNet's Group Management Committee and senior management for media activity

KEY AREAS OF RESPONSIBILITIES

1. PayNet corporate communications plans

- Drive strategic PR initiatives to increase awareness of PayNet's products and implementing the plans through media materials, corporate collaterals and websites,
- Have good knowledge on media landscape to broaden and deepen contacts with consumer lifestyle, business and technology and recommend how we can capitalize them to maximize coverage.
- Ability to dive deep and understanding Malaysian market to identify new and creative ways to reach influencing media to promote PayNet

2. Media and Stakeholder Management

- Manage communications with external parties by establishing and maintaining rapport with BNM, government, other public bodies and the public including corporate functions (ie Open Houses and CEOs sessions)
- Proactively build and maintain relationships with key media; resulting in maximum opportunity for coverage
- Have your finger on the pulse of any changes in the media landscape.

3. Event Management

- Manage communications with internal staff by establishing and implementing internal communication plans (in collaboration with HCM Division) including the communications aspects of corporate responsibility activities, annual dinners, family day and monthly town halls.
- Organize briefings with key media, oversee smooth execution of all on-ground corporate and press events and effectively select target media for special events.
- Ensure product marketing teams are appropriately briefed for all press tours and key messages are effectively incorporated into briefings;

4.Crisis Management and Implementation of Corporate Initiative

- Develop and implement PayNet Carbon Net Neutral Strategy
- Have the capacity to handle crisis and other reactive PR situations with grace and ease, knowing when and how to respond to media inquiries, identify and escalate potential public issues that may impact PayNet and provide PR guidance and support on how to diffuse and protect PayNet's reputation.

Qualifications

Minimum requirements

- Minimum 10 years' experience as head/leader of a corporate communications role, preferably in financial technology, payments or similar industry
- Bachelor's degree in business, communications or related field
- A Master's degree or a professional qualification in communications (eg. Chartered Institute of Marketing, PRCA, Chartered Institute of Public Relations) would be an advantage
- Experience across media relations, corporate communications, crisis management, public affairs and/or in a highly regulated environment
- Experience in working in a transformative organization.
- Outstanding communication and presentational skills (written, oral, listening, influencing, coaching, strategic communication planning)
- Financially literate and commercially aware
- Conceptual thinking and demonstrated sound business planning and implementation

Additional requirements

- Sound knowledge of principles and concepts of marketing, brand and corporate communications.
- Working knowledge of e-payments and cashless payments
- Solid understanding of public and private sector protocols and etiquette, media relations and business development
- Ability to prioritize, organize and co-ordinate with minimum supervision
- Ability and agility to work under pressure with tight deadlines under fast changing circumstances
- Energetic and independent person with good organizational skill
- Demonstrate leadership competencies such as teamwork, creative problem-solving, results-driven, interpersonal skills, and negotiation
- Flexible in working hours and arrangements