

**Job Title : Communication Manager**

**OVERALL PURPOSE:**

- ◆ To ensure that an organization's messaging is clear, consistent, and effective.
- ◆ Establish and maintain the organization's brand image, both internally and externally, and ensure that all communications align with the organization's goals and objectives.
- ◆ Build and maintain relationships with stakeholders, customers, and partners, and are responsible for managing the organization's reputation.
- ◆ By managing communication, a communication manager helps an organization to achieve its objectives, build trust, and maintain positive relationships with its various audiences, which ultimately contributes to the success of the organization.

**RESPONSIBILITIES:**

Coordinate and manage all internal and external communication activities of an organization, which includes:

- ◆ Build a communications plan that includes goals setting, strategy, and budget
- ◆ Develop strong bonding, connection, and networking with related stakeholders external and internal
- ◆ Attend networking events to build company image and networks
- ◆ Support Marketing Team and Public Affairs for corporate branding and identities building
- ◆ Manage all public relations activities
- ◆ Develop media relations strategy, seeking high-level placements in print, broadcast, and online media
- ◆ Leverage existing media relationships and cultivate new contacts within business and industry media
- ◆ Create content for press releases, social media, byline articles, and keynote presentations
- ◆ Organize events and conferences, manage crisis communication, and coordinate with other departments within the organization to ensure consistent messaging.
- ◆ Other tasks assigned by the CEO

**QUALIFICATIONS REQUIREMENTS:**

- ◆ Bachelor Degree or Master Degree in Communication, Marketing, Journalism, or a related field.
- ◆ Excellent communication skills, both written and verbal
- ◆ Demonstrate ability to develop and implement effective communication strategies
- ◆ Multitask and work well under pressure
- ◆ Build trusted relationships with stakeholders



- ◆ Proficient in various communication technologies, such as social media platforms, content management systems, and email marketing software
- ◆ Experience in public relations or project management would be an added advantage

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