

**Job Title : Communication & Media Relations Specialist**

**OVERALL PURPOSE:**

- ◆ The Communication and Media Relations Specialist will be the subject matter expert in customer communication and assisting the Marketing Head to develop and maintain positive relationships with key media outlets, managing the Bank's and media events, and crafting compelling narratives to promote the Bank to the public. This position requires a strategic thinker with excellent communication skills and a deep understanding of the financial industry.

**RESPONSIBILITIES:**

**I. Content Creation & Press Release Management**

- ◆ Developing quality content for both internal and external audiences, involving social content copywriting, annual report and branch merchandising materials
- ◆ Write, edit, and distribute press releases to convey key messages and milestones effectively
- ◆ Collaborate with internal teams to develop consistent and compelling key messages that align with the bank's brand and values

**II. Media Outreach & Event Support**

- ◆ Cultivate and maintain relationships with journalists, editors, and key media outlets.
- ◆ Monitor media coverage and industry trends to identify potential opportunities and risks.
- ◆ Provide regular reports on media coverage and sentiment to internal stakeholders
- ◆ Propose and implement CSR activities including local community programs in provinces where Vattanac Bank operates
- ◆ Provide media support for bank events, product launches, and other public relations activities.
- ◆ Coordinate media attendance and manage press conferences when necessary

**REQUIREMENTS**

**I. Experience**

- ◆ Bachelor's degree in Communications, Public Relations, Journalism, or related disciplines
- ◆ 3+ years of experience in PR, corporate communication or marketing agency
- ◆ Proven experience in producing engaging content and effective media communications, including digital communication



## **II. Skill**

- ◆ Excellent written and verbal communication skills in English and Khmer, Mandarin will be a plus.
- ◆ Adaptability to a changing environment and problem-solving abilities under general supervision
- ◆ Ability to work collaboratively in a cross-functional team environment.

## **III. Aptitude**

- ◆ Strong project management skills and attention to details
- ◆ Multitasking abilities, self-motivation, proactivity, and the capability to work independently under pressure

Contact Info:

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