

Senior Assistant Manager / Manager (Media Relations
and Content), Corporate Communications
Singapore Institute of Technology

Direct Link: <https://www.AcademicKeys.com/r?job=248077>

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Posted Nov. 1, 2024, set to expire Jul. 5, 2025

Job Title Senior Assistant Manager / Manager (Media Relations and
Content), Corporate Communications

Department

Institution Singapore Institute of Technology
Singapore, , Singapore

Date Posted Nov. 1, 2024

Application Deadline Open until filled

Position Start Date Available immediately

Job Categories Associate/Assistant Director

Academic Field(s) Public Relations/Marketing
Governmental Relations

Job Website <https://careers.singaporetech.edu.sg/cw/en/job/498797/senior-assistant-manager-manager-media-relations-and-content-corporate-communications>

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Job Description

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Job no: 498797

Department: Corporate Communications

Contract type: Contract

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We are seeking a skilled Senior Assistant Manager / Manager of Corporate Communications with a robust understanding of media relations and strategic communications. The ideal candidate should possess the expertise to manage complex media interactions and adeptly manage both proactive and reactive communications to enhance the University's public image.

Working closely with the Senior Manager of Corporate Communications, this role is pivotal in developing and delivering impactful messaging across all media platforms to foster positive public awareness of the University. The candidate will also work collaboratively with various divisions across SIT to gather insights, coordinate efforts, and craft compelling content tailored for multiple platforms.

Key Responsibilities

- **Media Relations:** Drive the University's media relations efforts by developing and executing effective PR campaigns that align with strategic goals. Cultivate relationships with key media contacts, proactively manage press engagements, and secure high-impact media coverage to raise public awareness.
- **Content Development:** Create engaging, relevant content that resonates with diverse audiences across multiple platforms. This includes press materials for pitches and announcements, and talking points for spokespersons' interviews. Responsibilities include drafting press releases, speeches, news stories and visual content.
- **Crisis and Issues Management:** Manage crisis communications, coordinating with internal teams and external stakeholders to ensure coherent messaging and maintain the University's reputation during critical events.
- **Media Spokesperson Training:** Plan and implement media training programmes to prepare faculty and staff to be confident and effective spokespersons. Ensure spokespersons are equipped with skills to navigate interviews and manage public-facing engagements with confidence.
- **Cross-Departmental Collaboration:** Work collaboratively across various University divisions to gather information, align messaging, and ensure consistent brand storytelling in communications

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Job Requirements

- Tertiary qualifications in Communications, Journalism, Media Studies, Business, or a related field.
- Minimum three years' experience in media relations, corporate communications, or a related area, preferably in a public-facing role. Prior experience in Institutes of Higher Learning will be advantageous.
- Media Acumen: Strong grasp of media dynamics, with a proven track record in press relations, media pitching, and campaign management. Experience managing crisis/issues communications and organising media training is a plus.
- Storytelling Expertise: A creative and strategic communicator with a passion for storytelling, content creation, and message crafting for digital and print.
- Project Management: Possesses the organisational skills and ability to manage multiple projects simultaneously. Capable of adopting a strategic communications perspective and collaborating effectively with colleagues to develop comprehensive, integrated communications plans.
- Interpersonal Skills: Excellent communication and relationship-building abilities; adept at fostering rapport with internal teams, media contacts, and external partners.
- A proactive, independent worker with a strong sense of initiative, adaptability and dedication to the University's goals and mission.

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Advertised: 01 Nov 2024 Singapore Standard Time

Applications close: 31 Dec 2024 Singapore Standard Time

Contact Information

Please reference Academickeys in your cover letter when applying for or inquiring about this job announcement.

Contact

Singapore



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