

DEPARTMENT : COMMUNICATIONS

Position : Assistant General Manager

Unit :

Position Summary:

Responsible to plan, manage and execute the Public Relations, brand, stakeholder management and communications, comprising both internal and external strategies and execute initiatives to ensure LTAT can achieve its mandates and objectives to remain reputable, credible and trusted by all relevant stakeholders in line with LTAT's brand value. This role is crucial and needs a competent individual who demonstrates expert knowledge and skills in media relations, communications, marketing and issues management as well as able to communicate complex ideas clearly, coherently, fluently and articulately, both verbally and in writing.

Key Accountabilities:

a) Corporate Communications

Develop and ensure positive stakeholder relationships and strategies with the Government (and all its relevant and related agencies and bodies), Parliament, related unions, wider stakeholders, public and the media. This includes building networks/ communicate with stakeholders, represent the organization to the public, government, and other external sources via various communication media to promote LTAT, its projects and build relationships that are critical to furthering LTAT's business objectives.

Roles and responsibilities comprise of, and not limited to:

- Lead, manage and develop communication plans for the whole organization or by specific campaign/projects including, but not limited to, print, broadcast, digital and social media, PR, and media-buy activities, as well as ensuring key announcements such as the LTAT Dividend, the publication of LTAT Annual Report (from year 2020 onwards) and other pertinent disclosures (operations/investment performance by quarter/half year) are made timely and accurately.
- Providing a strategic advisory communications function to the Chairman, Chief Executive (CE) and senior management in supporting them in their roles as ambassadors for the organization. In addition, provide strategic communication insights to senior management and the LTAT Board (as and when needed), via post campaigns reports and corporate briefs.
- Maintains clear sense of strategic direction for communications within national, state and local political context; persistently builds and sustains momentum and direction in an environment of ongoing change both directly and indirectly impacting LTAT by developing communications, public relations and branding strategies related to LTAT's mission, vision, and core values and to broaden awareness of the strategic priorities including assessing, advising and developing media training modules to prepare spokesperson/s for the organisation.
- Developing, implementing, managing, and evaluating all internal and external corporate communications strategies catered to the different demographic profiles.

- Internal Communications: develop and implement an internal communications strategy that effectively reaches and communicates with staff at all levels using available platforms such as Town halls, intranet, internal chat platforms via Microsoft 365 suite and any other relevant channels to achieve maximum audience reach.
- Assist in developing and implementing best-of class internal communications plans and initiatives to build a positive and dynamic organisational culture.
- Supports internal teams to manage change and organizational transformation initiatives impacting LTAT's workforce.

- Working directly with Risk Management Department to develop and constantly updating on crisis communications frameworks and protocols in line with LTAT's Enterprise Risk Management/ Business Continuity Management and related business resiliency frameworks/ plans and procedures.
- Leads the local and international media relations functions including:
 - Gathering information, crafting of media strategies for each release including, but not limited to production and release of images, response to media inquiries, interviews, and follow-up requests.
 - Exercise sound judgment to prioritize local and international media and positioning opportunities, and prepare / coordinate the development of talking points, speeches, presentations, and other supporting material as needed.

b) *Brand And Marketing Communications*

- Strategic Brand Communications: Drive thought leadership strategies for participation in targeted publication series, conferences/ events where LTAT is given the opportunity to connect and engage with potential strategic partners and other key stakeholders, in line with the objective of achieving strong positioning for LTAT CE. Roles and responsibilities comprise of, and not limited to:
 - Successful delivery of strategies to further develop LTAT's reputation, brand and relationships with members and relevant stakeholders, including media, thought leaders in government, investment, and social security agencies.
 - Lead, manage and oversee strategic marketing communications projects and initiatives, while strengthening the brand and reputation of LTAT.
 - Recommend and advise on usage of print, digital and social media tools for crisis and issues management by communicating complex ideas and messages clearly, coherently, and relevant to the target audience, through writing, copywriting and creative design, including photography, video and animation work.

- Marketing Communications: Develop and implement marketing communications plan that maintains LTAT's brand identity and strategic positioning. Roles and responsibilities comprise of, and not limited to:

- Partner and collaborate with external parties and key stakeholder groups, to ensure consistency of messaging while enhancing the awareness of the LTAT brand, products, and services
 - Craft communication plans for each campaign/projects including, but not limited to, print, broadcast, digital and social media, PR and media-buy.
 - Use creative tools (print, digital, social media) to communicate messages, concepts, and ideas effectively and simply to the target audience.
 - Ensure all third parties, organizations, and subsidiaries, linked to LTAT supports and adheres to the LTAT brand guidelines in their own communications and PR activities (where relevant).
- Develop Communication Tools/ Publications: Roles and responsibilities comprise of, and not limited to:
- Develop and oversee the quality and timely delivery of all creative design work (e.g., backdrops, invitation cards, presentation decks, videos, animation, brochures/leaflets/flyers, calendar collaterals, etc.), in line with the LTAT brand guidelines.
 - Develop and oversee the quality and timely delivery of publications (e.g., Annual Report, brochures, collaterals, leaflets, etc.), in line with the LTAT brand.
 - Work with relevant departments to ensure content, graphics, photography, and messages are relevant, simple, yet comprehensive and suitable to the target demographic.
 - Ensure all parties, organizations and subsidiaries linked to LTAT publications adhere to the LTAT brand guidelines in its own communications and PR activities (where relevant).
 - Partner and collaborate with departments, external parties, and key stakeholder groups, to enhance the awareness of the LTAT brand, products, and services.
 - Develop and oversee the quality and timely delivery of all creative design work (e.g., backdrops, invitation cards, presentation decks, videos, animation, brochures/leaflets/flyers, calendar collaterals, etc.), in line with the LTAT brand guidelines.
- Digital & social media management: Develop and oversee the implementation of quality and timely delivery of digital and social media platforms (such as the LTAT website, internal portal, FB, twitter), in line with the LTAT brand. Roles and responsibilities comprise of, and not limited to:
- Develop and maintain quality, relevant and up-to-date corporate website, and internal portal.
 - Develop and implement strategies and collaborate with the Operations team (Contributions Management Department) and other customer-facing teams within LTAT to proactively promote LTAT messages, as well as be able to quickly respond to negative issues on social media.

- Ensure digital and social media platforms, including content and messages, are regularly updated, and refreshed.

c) Corporate Events

Plan and deliver quality and effective events, both internal and external, in line with LTAT's brand and to enhance reputation. Roles and responsibilities comprise of, and not limited to:

- Manage and oversee holistic implementation of corporate events, within timeline and budget while meeting the expected outcome. Partner and collaborate with key departments, external parties, and key stakeholder groups, to ensure high quality and effective events while ensuring correct usage of the LTAT brand.
- Coordinate and monitor calendar of corporate events, both internal and external.
- Assess and coordinate on all third-party events and speaking engagements to ensure events are organized appropriately and relevant to LTAT's objective, to further enhance the brand. Assess opportunities where LTAT can enhance or strengthen its reputation and global positioning.
- Provide creative and strategic input and concept when organising or coordinating events, both internal and external. Ensure consistency in overall design, from backdrop, videos, presentations to appropriate gifts, within budget yet achieving quality and maintaining LTAT's brand and reputation.
- Develop and oversee the quality and timely delivery of all creative design work (e.g., backdrops, invitation cards, presentation decks, videos, animation, brochures/leaflets/flyers, calendar collaterals, etc.), in line with the LTAT brand guidelines.
- Draft speeches and/or talking points for Chairman and the senior management for internal events as required, ensuring that the messaging is simple and comprehensive, appropriate, and relevant to the target audience.

Qualifications:

- a) Bachelor Degree in Mass Communication, Business Administration or in other relevant fields.
- b) At least 5 years of experience in a supervisory position with hands on experience in public relations, media communication, project management or investment relations.

Knowledge/skills

- a) Excellent interpersonal and communication skills (written and spoken)
- b) Good understanding of corporate strategy and content creation.
- c) Ability to manage tight deadlines and work under pressure.
- d) Results driven and possess leadership qualities.
- e) Ability to deal with people at all levels.