

# Job Description – GM Group Strategic Communications



1. The Head, Group Corporate Communications leads and drives the execution of internal and external communications strategies to ensure a unified and consistent communication approach that promotes the corporate identity and mission. Partners closely with the Group Chief Financial Officer and Investor Relations team in aligning communications, corporate brand, and related initiatives with the Investor Relations strategy and framework to build investor and overall market confidence.
2. Spearhead the formulation of the Corporate Communications strategy and implement strategic and tactical internal/external communications or branding programs in alignment with the organization's business objectives and brand position.
3. Work closely with the Group Chief Financial Officer in aligning the Group's investor relations strategy and framework with internal and external parties, ensuring clear communications and market positioning to support the building of investor confidence as well as activities or initiatives that have an impact on the organization's brand and reputation.
4. Lead and provide strategic oversight for the development and implementation of policies and procedures for communicating on behalf of the organization that represents the corporate identity, and promotes and supports the organization's mission, vision and values to ensure the integrity of the communications governance framework.
5. Drive the exploration of new methods and creative strategies to increase internal and external awareness of key events and changes in the organization including the launch of new products, special events, local and global community service, and other topics of interest, including Corporate Social Responsibility (CSR) agenda.
6. Build good working relationships with media and partner networks and support the identification and publication of newsworthy stories and topics of interest which establishes the business as a thought leader and creates a positive impact to brand value.