

Corporate Communications:

Grade:	Deputy Manager				
Business:	Corporate Communications	Department:	Corporate Communications	Sub-Department:	Corporate Communications Team
Location:	Pan India				

About Corporate Communications

Corporate Communications is a department that solely manages the visibility of the brand internally as well as externally. It deals with the set of activities involved in managing and orchestrating all internal and external communications aimed at creating favorable point of view among the stakeholders on which the company depends.

About the Role

This role majorly revolves around developing your pre-existing skill set to be an expert in Communications. It is a combination of vendor management, media management, content management, coordination with stakeholders both internal and external, speakership opportunities, research and reporting, along with cost management

Key Responsibilities

The candidate will be responsible for the following in their job role:

Media Management

- Assist the team in arranging and managing routine interactions, photo shoots, press conferences etc
- Research related to media stories, articles, news reports etc
- Support the team in implementing the media communication plan
- Coordinate with various stakeholders on media communications

Content Management

- Creating content such as press releases, articles etc.
- Ensuring timely updation of press releases, awards and other sections on website (media pages)

Participation & Nomination on various platforms

- Proactively identifying the suitable and credible platforms for Bank's participation through award nominations and speaker opportunities across industry platforms
- Coordinate with external and internal stakeholders and reviewing content for submission of award nominations
- Evaluate panel discussions, speakership opportunities for spokespeople and establish strong connect with the organisers

Research & Reporting

- Prepare corporate communications review reports for senior management
- Maintain and frequently update the repository of activities and documents undertaken by the department

Agency management

- Ensure timely reporting & analysing the work done by agencies
- Coordinate with Axis subsidiaries' Corp Comm dept for media activities, meetings etc
- Work closely with the internal stakeholders for payments, audit requirements etc.

Vendor and Cost Management

- Processing timely payments to various vendors of the department - Coordinating and managing vendor related activities like - Billing & Payments, media initiatives
- On-boarding new vendors and management of existing vendors

Role Proficiencies:

- Excellent communication and Interpersonal skills
- Sound knowledge about Corporate communications
- Vendor and Cost Management
- Agency Management
- Content Management