



CORPORATE COMMUNICATIONS & THOUGHT LEADERSHIP MANAGER

This successful incumbent will work closely with Executive Management and key stakeholders to build and execute a corporate communications strategy to educate and inform Capital G employees and other key stakeholders, improve engagement and align the business around key business drivers. The Manager will also utilize communications strategies and tools to reach existing and potential clients and influencers of business to drive measureable growth to the organization.

Key Job Accountabilities:

- Developing and implementing business communications strategies, managing all communication channels and overseeing the internal communications portal
- Responsible for developing and managing the intranet and internet
- Aligning all internal and external communications around the core values of the institution – client focused, integrity & team work
- Working with Executive Management to build a robust thought leadership/knowledge management programme including research, development, archival and dissemination of current and relevant financial services white papers, editorials, speeches, and other knowledge management material
- Creating an electronic library of all thought leadership material
- Working closely with business leads to build external corporate communications programmes to support each of the business service lines
- Responsible for the writing of internal and external corporate communications including senior executive messages, client newsletters, employee notices, public relations, marketing material, intranet and internet postings
- Working closely with the sales team to identify and build the most appropriate tools and content to support the achievement of defined sales targets
- Building an internal communications strategy that clearly defines the Capital G & Clarien Group purpose and culture with an objective of inspiring and motivating superior service behaviours and delivering on core values
- Developing appropriate content and engaging in consumer conversations for social media platforms including Facebook, Twitter, LinkedIn and blog postings
- Managing the overall Capital G Corporate Identity footprint on the intranet and other public channels to ensure information on the corporation

- are factual and up to date including senior executive management listings and financial overviews
- Reviewing, analyzing and reporting the performance of communications channels and the effectiveness of internal and external communications
- Managing the Marketing Coordinator & any external vendors
- Executing other projects that may be assigned from time to time

Key Job Requirements:

- Bachelor's Degree in Communications, English, Journalism, Public Relations or Marketing
- Minimum of 5 years' experience in a senior corporate communications role required with a minimum of 2 years' experience in the financial services industry preferred
- Possess excellent relationship and communication skills and be a team player who thrives in a challenging environment
- Ability to translate key strategic business or financial goals and challenges into messaging that resonates with internal and external audiences
- Experience with Content Management software – Drupal, WordPress, Sharepoint
- Knowledge of and experience with using a variety of digital and social media communications channels
- Interpersonal and organizational skills with the flexibility to work evenings and weekends
- Ability to adapt to changing priorities and efficiently manage multiple tasks simultaneously
- Independent and strategic thinking
- Excellent writing skills and strong appreciation for the English Language with a proven ability to synthesize complex information tailored to relevant audience
- Writing samples required. Applicants will be asked to complete a skills assessment
- Must be proficient in Microsoft Suite.

Capital G is an equal opportunity employer and offers a competitive compensation package commensurate with qualifications and experience.

Please submit a detailed cover letter and résumé no later than March 5th, 2014 to:

Human Resources Department
19 Reid Street, Hamilton HM 11
P.O. Box HM 1194, Hamilton HM EX
Email: jobs@capitalg.bm
Fax: + 441.296.7701

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Head Office: 25 Reid Street, Hamilton HM11, Bermuda | Paget Plaza: 161 South Road, Paget DV04, Bermuda

We sincerely thank all applicants for their interest. Only those candidates under consideration will be contacted.