



CLARIEN

Manager of Corporate Communications

Job Summary

This position will report to the SVP, Chief Marketing Officer and work closely with Executive Management and key stakeholders to build and execute a corporate communications strategy to educate and inform Clarien Bank employees, 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.

Primary responsibilities:

- Develops and implements business communications strategies, manages all communications channels and oversees the internal communications portal.
- Responsible for the development and management of the intranet and internet.
- Aligns all internal and external communications around the core values of the institution – Client focus, integrity & team work.
- Works 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, curriculum and other knowledge management material.
- Creates an electronic library of all thought leadership material.
- Works closely with business leads to build external corporate communications programmes to support Personal & Commercial Banking, Wealth Management and Private Banking.
- 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.
- Works closely with the sales team to identify and build the most appropriate tools and content to support the achievement of defined sales targets.
- Builds an internal communications strategy that clearly defines the Clarien Group purpose and culture with an objective of inspiring and motivating superior service behaviours and delivering on core values.
- Develops appropriate content and engages in consumer conversations for social media platforms including Facebook, Twitter, LinkedIn and blog postings.
- Manages the overall Clarien Bank 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.
- Reviews, analyzes and reports the performance of communications channels and the effectiveness of internal and external communications.
- Manages the e-Channel Specialist, graphic designer & any external vendors.
- Executes all other projects that may be assigned from time to time.

The successful applicant must have:

- Education: Bachelor's Degree in Communications, English, Journalism, Public Relations or Marketing.
- Work Experience: 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 Management software – Drupal, WordPress, SharePoint.
- Experience with 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.

Clarien 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 23rd, 2016 to:

Human Resources Department
19 Reid Street, Hamilton HM 11
P.O. Box HM 665, Hamilton HM CX
Email: jobs@clarienbank.com
Fax: + 441 296 7701

www.clarienbank.com | 441 296 6969

Head Office: 19 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.

Clarien Bank Limited through its wholly-owned subsidiaries is licensed to conduct banking, trust and investment business by the Bermuda Monetary Authority.