

JOB DESCRIPTION

MANAGER, MEDIA & STRATEGIC COMMUNICATIONS MARKET INTELLIGENCE AND STRATEGIC COMMUNICATIONS

- Plan and implement corporate marketing and communications strategy, both internal and external to ensure consistent brand positioning across all platforms of communication.
- Manage and oversee the corporate branding/corporate identity and ensure uniformity across the various business divisions.
- To identify key messages and media opportunities for Labuan IBFC as well as ensure all messaging aligns with key business strategies.
- To devise media strategy and ensure consistent implementation across campaigns and markets, both for earned as well as paid media engagements.
- To ensure constant communication with the media (mainstream and trade) operating in key markets and industry relevant to Labuan IBFC.
- To ensure effective management of all stakeholder relationships, both domestic and international.
- To manage all corporate communication functions.
- Develop content for social media, website, monthly e-newsletters, press releases and any other distribution channels.
- Oversee, plan and coordinate the development and production of Labuan IBFC's monthly e-newsletter.
- To plan and manage the Media and Communications budget, deadlines, objectives and schedules.
- Manage relationships with external vendors (PR agency, media monitoring agency, and creative agencies, etc) towards implementing projects and campaigns.
- To undertake any other assignments to support the department/organisation from time to time.

Requirements

- Candidates must possess at least a Bachelor's Degree, Post Graduate Diploma, Professional Degree or Master's Degree in Business Studies/Administration/Management, Marketing, Mass Communications or equivalent.
- Minimum 8-10 years of experience in a corporate communications role, preferably in the financial services industry.
- Proficient computer skills in Microsoft Word, PowerPoint, Outlook and Excel, and Salesforce preferred.
- Impeccable command of spoken and written English is a pre-requisite. Proficiency in Chinese (Mandarin) is an added advantage.
- Strong attention to details, superior project management skills and ability to multi-task.
- Ability to follow through on tasks with minimal supervision while working in a fast-paced environment, often interacting with global or regional partners.
- A high level of maturity is a prerequisite.
- A collaborative approach to working as part of a team.
- An understanding of or experience in the offshore financial services industry would be a distinct advantage.
- Please note that only Malaysians or those with a valid working permit in Malaysia will be considered.

For interested candidates, please email your updated resumes to hrpm@labuanfsa.gov.my.

ABOUT LABUAN IBFC

ASIA PACIFIC'S MIDSHORE INTERNATIONAL BUSINESS AND FINANCIAL CENTRE

Labuan International Business and Financial Centre (Labuan IBFC), Malaysia, through our internationally recognised yet business-friendly legal framework, is the preferred international business and financial centre in Asia. Established in 1990, Labuan IBFC is regulated by the Labuan Financial Services Authority (Labuan FSA), statutory Regulator under the purview of the Ministry of Finance, Malaysia.

As a midshore jurisdiction, we offer global investors and businesses the benefits of being in a well-regulated and supervised jurisdiction, which adheres to international standards of compliance in tax transparency. We also provide fiscal neutrality and certainty in a currency neutral operating environment. Labuan IBFC, located in the centre of Asia, boasts a cost-efficient enabling

environment making it an ideal location for substance creation for both global businesses looking at penetrating Asia or Asian entities aiming to go global.

Offering a wide range of business structures and investment solutions catered to cross-border transactions and international business dealings including fintech related solutions. We also provide services and solutions in niches such as risk management, commodity trading, reinsurance, wealth management, international business companies and Islamic financial services. Operating with clear and comprehensive legal provisions, guidelines and practice notes, enforced by a single regulator, Labuan FSA, Labuan IBFC provides an ideal jurisdiction for both corporates and high-net-worth individuals with international exposure.

To keep up with everything about Labuan IBFC, follow us on LinkedIn, Facebook or Twitter @LabuanIBFC. Alternatively, visit www.labuanibfc.com.