

## The Opportunity

ASW is currently looking for a **Senior Communication Lead** who will be part of their Philippines team. As a **Senior Communication Lead**, you will be reporting to Marketing Communications & Operations Manager and working cohesively within the core Communications Team, and actively cross collaborate with the broader Marketing & Digital team and extensive range of internal stakeholders.

## Key Responsibilities

1/ Responsible for the planning, development and implementation of all the organisation's Public Relations and Communications activities working within the Communications team

- Support the Marketing Communications & Operations Manager in driving the implementation of internal and external communications strategies
- Ensure the promotion of customer focus throughout the organisation, building brand advocacy in our employee group. Elevate employee group understanding of brand narrative and point of difference establishing brand ambassadorship mindset
- Write and disseminate content for our wide range of business units, across internal communications, external communications and marketing collateral production
- Support the execution and production of engaging and customer centric videography outputs by working collaboratively with Marketing & Digital Videographers
- Identify and execute additional opportunities to promote the business through our key online and offline communication channels
- Develop an internal communications framework that utilises a multi-channel approach to engage our diverse workforce, facilitating employee connection, attachment and enhanced employee engagement
- Form strong partnerships and collaborate across the business in developing and embedding internal communications at all levels
- Provide advice and support to management teams in collaboration with the Marketing Communications & Operations Manager to build strong and effective internal and external communications capabilities
- Support and activate administration tasks and operational functions across the cross-collaborative Marketing & Digital Team
- Ensure the communications and PR ROI and Engagement targets are met
- Prepare reports, forecasts, budgets as required and communicate to the appropriate stakeholders
- Remain at the forefront of customer centricity communications best practices by maintaining knowledge of market trends, emerging developments and industry tools; continually reviewing templates, philosophy and toolset used to deliver communication outputs

2/ Consult with digital product owners in support of their marketing and communication needs

- Work with business marketing and product execution teams in the communications requirements to support campaign development and execution

- Support and educate social media coordinators in the delivery of messaging that underwrites their customer communication activities
- Work collaboratively with all digital stakeholders external and internal to the organisation
- Responsible for ensuring marketing and digital products comply with the corporate brand guidelines and architecture of the companies and the principal brands represented

## Experience & Qualifications

### 1/ Essential:

- Understanding of the company's policies and procedures including any vaccination and background checks in line with your role and responsibilities
- Minimum of 3 years of experience within a corporate communications, digital, social media, marketing or public relations environment
- Excellent verbal, written and interpersonal skills and the ability to communicate effectively with marketers, digital designers, web developers, product owners and business stakeholders
- Excellent time management and organisational skills
- Proficient in Microsoft office, Content management systems, email marketing and social media platforms
- Able to work independently and self-motivated

### 2/ Desirable:

- 5 + years working in a similar role
- Bachelor's degree in communication, marketing, business, journalism or related field
- Experience in working within a regulated industry, preferably health
- Experience working within the Medical Industry with surgeons, nursing and other healthcare professionals
- Experience working with diverse teams on-site, off-site, and offshore
- Experience working in a fast-paced environment

## ASW Offers

- Competitive remuneration
- We are experts in **Offshoring** partnerships. This means that you will be a trusted member of the ASW family, and get access to our great benefits, plus you also get to work directly with ONE of our clients as a part of their international team from the US, UK, Canada, Australia, New Zealand, and much more.
- Premium Personal Insurance Package
- Great Paid Leave entitlements
- Free LinkedIn learning & Coursera account
- Stocked fridges and pantries - free coffee, cold beverages, snacks
- Our own ASW Toastmasters Club - perfect your English!
- A diverse, inclusive and supportive company culture

- Exposure to an international environment, working with people across Malaysia, Vietnam, and Australia
- Opportunity to collaborate and work with global clients and stakeholders
- Team outings, travel abroad opportunities, company parties/events, and other exciting activities
- Industry and role-related training
- Overtime is rarely required
- Ongoing career opportunities