

MANAGER – CORPORATE COMMUNICATIONS

About MEASAT

MEASAT is a premium supplier of satellite communication services to Asia's leading broadcasters, DTH platforms and telecom operators. Operating four communications satellites, the MEASAT fleet is able to provide satellite capacity to over 145 countries representing 80% of the world's population across Asia Pacific, Middle East, Africa, Europe and Australia. With the newly launched MEASAT-3a satellite located at the company's key orbital slot at 91.5E, the MEASAT fleet has a total of 100 transponders across four satellites.

Leveraging facilities at the MEASAT Teleport and Broadcast Centre, and working with a select group of world-class partners, MEASAT also provides a complete range of broadcast and telecommunications services including high definition and standard definition video playout, video turnaround, co-location, uplinking and IP termination services.

For more information, please visit www.measat.com

We have an immediate vacancy for a highly motivated and qualified candidate to join our team.

Responsibilities:

The manager is responsible for managing the company's communications with key stakeholder groups (including customers, shareholders, government, press, employees etc.) in line with corporate objectives defined in collaboration with company leadership. These responsibilities include:

1. Developing and overseeing execution of MEASAT marketing communication strategy through:
 - Coordinating with commercial operations to identify the key marketing focus / messages;
 - Tracking of competitors PR activities;
 - Developing a marketing strategy to support the sales team including advertising, press relations, conference participation, presentations, exhibitions, corporate gifts, website etc.;
 - Working with an internal team to oversee execution of plan, identifying and managing the use of external advisors where necessary;
 - Developing and maintaining relationships with news editors / industry, associations, etc. to further MEASAT positioning; and
 - Periodically assessing MEASAT's marketing profile with key stakeholder groups and revising high level strategy (including brand positioning).
2. Developing and overseeing the execution of employee relations activities:
 - Organize company wide events including Annual Dinner / Company Trip / TGIF and Family Day;
 - Support the creation of a culture of open and positive communications through pro-active channels.
3. Developing and overseeing focused investor relations program by:
 - Coordinating with senior management to understand key issues facing company;
 - Developing investor relations strategy to communicate with major shareholders;
 - Working with an internal team to oversee the execution of strategy (including Board Meetings, Analyst Meetings, AGMs, etc.)
4. Strengthening MEASAT's position as a key player within the satellite industry in supporting the Malaysian Government's national aspirations (Government / Industry Relations) with focus on developing and overseeing company CSR strategy in the community, workplace and marketplace.
5. Other activities
 - Develop, maintain and manage companies BCP communications plan;
 - Develop and manage department's OPEX and CAPEX Budgets;
 - Oversee development of Corporate Communications staff;
 - Special projects as and when specified by COO

Requirements:

- Degree holder in Business, Mass Communications or Public Relations discipline;
- At least 5 years of working experience in corporate communications and leading a team;
- Established network of strong contacts within the media;
- Possess excellent leadership, interpersonal and communication skills;
- Ability in other Asian languages a definite advantage; and
- Requires limited international travel.

Candidates should forward their resumes to recruitment@measat.com. Only short listed candidates will be notified.