

Director, Corporate Communications

Description

The Director of Corporate Communications is responsible for leading the strategic development, implementation and management of Westcon Group's internal and external communication strategies. The incumbent will serve as both a strategist and a hands-on participant, responsible for creating and implementing effective communication strategies that are aligned with Westcon Group's corporate business strategy.

Strategy

- In partnership with the executive leadership team, develop the corporate communications strategy, including internal communications, media/ public relations and community affairs, ensuring alignment with overall company vision, mission and goals.
- Design and execute strategic internal communication plans to enhance employee engagement and promote understanding of business priorities and key initiatives.
- Develop and direct strategic media outreach plans that generate favorable and cohesive media attention for the company.

Internal Communications

- In association with executive management, HR, design and develop employee communication programs and materials.
- Develop and manage content of internal communications tools such as the intranet, periodic internal emails, etc.
- Develop communications campaigns and key messaging for corporate level business events and initiatives, incorporating key messages and leveraging multi-media channels.
- Identify and utilize optimal channels for communicating information to employees.
- Set standards for content of communication materials, distribution, and timeliness.

External Communications

- Establish/foster relationships with national and local media to frame cohesive brand messages for Westcon Group and its associated brands of Comstor and Westcon.
- Manage corporate reputation and risk in the media through appropriate media relations, policies, protocols and communications guidelines.
- Work with and manage interface to all PR and industry analysts entities involved with Westcon Group entities worldwide.
- When necessary serve as supporting spokesperson for company, drafting statements and responding to media inquiries for general business and targeted trade publications including press releases, feature articles, technical presentations, etc.
- Draft, edit and disseminate press releases, fact sheets, talking points and QA's

Community/Social Media/Social Networking Involvement

- Foster and promote Westcon Group within the various communities and social networks such as Cisco, Avaya and other Westcon Group manufacturer partners.
- Identify plan and execute on key communication strategies to influence and raise awareness within Westcon Groups target manufacturer spaces.

Other

- Partner with Westcon Group's manufacturer partner corporate communications teams to ensure aligned and consistent messaging that enhance brand reputation across all areas, manufacturers and customers
- Collaborate with Westcon Group's parent company Datatec's Corporate Communications on PR needs, global communications and annual and quarterly planning
- Consult with the business units to ensure an integrated & strategically aligned communications approach, including appropriate messaging, media communication methods and content to best reach the targeted area.
- Write, review and edit essential internal and external communications prior to dissemination to ensure accuracy, clarity, appropriateness and a corporate voice.
- Requirements

Formal Training/Education:

- Bachelor's degree in Journalism, Communications, Public Relations or related field, or equivalent combination of education and work-related experience.
- Master's degree preferred.

Experience:

- 10-15 years of corporate communications experience, including internal communications and public/media relations.

Knowledge, Skills, and Abilities:

- Considerable experience in stakeholder management and communicating change.
- Ability to work independently in a multi-faceted and deadline-oriented environment within a heavily regulated industry.
- Experience in organizing, planning, and executing large-scale projects from the envisioning stage to successful implementation.
- Proven ability to cultivate and maintain relationships with a broad array of employees and constituents.
- Experience working with and effectively influencing senior management.
- Proven achievements of large scale communications and change programs.
- Diagnostics or healthcare industry experience strongly preferred.
- Excellent communication/interpersonal/conflict resolution skills.
- Excellent oral, written, and visual communications skills, including superior editing and proofreading abilities.
- Experience identifying communication opportunities.
- Proven ability to lead, motivate and develop others.
- Event planning and execution experience preferred.
- Strong MS Word and PowerPoint skills; knowledge of HTML.