POSITION DESCRIPTION

KING&WOOD MALLESONS 金杜律师事务所

Position Title: Communications Manager - Global

Supervising Partner / Manager / Supervisor: Head of Communications – Global

Practice Group / Shared Services Team: Business Development & Marketing

Centre: TBC

Date Created / Last Edited: July 2019

Working. Respect. Together

King & Wood Mallesons is committed to creating an inclusive, fair and respectful culture. We require all partners and staff to contribute to a safe working environment which is free from unlawful discrimination and/or harassment. We also require partners and staff to maintain a professional standard of dress, appearance and behaviour during work and at work related functions.

We acknowledge, understand, accept and value differences among all our people. This may relate to age, marital status, ethnicity, carer's status, gender, physical and mental disability, sexual orientation, gender identity, gender expression, spiritual practice or religious belief, for example.

We recognise the importance of reconciliation with Aboriginal and Torres Strait Islander peoples and pay our respects to them as the traditional owners of country.

Position summary

Supporting the Head of Communications – Global, and working closely with the Global Leadership team, to develop the global firm's internal and external communications strategy and lead the tactical implementation of communications workstreams across multiple channels.

Your key responsibilities

- Drafting of media releases, opinion pieces and articles; drafting of speeches and talking points for external speaking engagements; developing content for thought leadership campaigns.
- Proactive pitching to business and legal media and responding to media enquiries.
- Drafting internal business updates; developing an internal story calendar and content pipeline; and proactive management of internal communication channels.
- Engage with key stakeholders across the global business to help identify news and stories to communicate into the firm or out to an external audience.
- Support the firm's global awards programme through drafting and contributing information to submissions.

- Ensure consistency of messaging and brand narrative across regions.

Your key relationships

- Head of Communications – Global
- Global Chief Executive and Global Chairman
- International Director and Global Head of Business Development and Marketing
- Head of Cross-Border Business Development
- Regional Business Development and Marketing Teams (Australia, China, Hong Kong, Singapore, Europe and US)

Skills and attributes

- Excellent business writing skills with proven experience writing for different audiences
- c.5 years experience in a similar role
- Demonstrated ability to execute communication campaigns
- Relationships with journalists
- Ability to build relationships and influence key stakeholders
- Project management and time management skills
- Cultural intelligence and experience working across regions
- Capacity to multi-task and a flexible, proactive attitude.

Qualifications

- Degree / Diploma or professional qualification in business, marketing, media or public relations.
- c.5 years of Corporate Affairs experience; preferably within a professional, financial services or major corporate environment.

Our vision & values

Our global vision …..

'To create a unified top tier global law firm headquartered in Asia'.

Across our global firm we have values that guide us and that we aspire to live up to …..

Client centric
Dynamic and entrepreneurial
One team. One firm
Excellence and innovation
Stewardship
Global perspective
…..these are the same whichever part of the firm you work in, in all countries.

As King & Wood Mallesons evolves to meet changing strategic and operational needs and objectives, so will the roles required of its staff. As such, this document is not intended to represent the position which the occupant will perform in perpetuity. It provides an overall view of the incumbent's role as at the date of this statement. In addition to this document, the specifics of the incumbent's role will be described in local area work and project plans, and in performance plans developed by the incumbent and relevant partner/ manager as part of KWM's performance evaluation, development and progression processes.