

## Marketing & Communication Manager

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Company: dentsu

Location: Taiwan

Category: other-general

The purpose of this role is to build and maintain a favourable public image for Dentsu by communicating key messaging, programmes, accomplishments, thought leaders and the organisation's differentiators, perspectives and points of view to be shared externally. This role will be tasked with fielding media questions and pitching stories to the media, preparing media kits and organising press conferences.

### **Job Title:**

Marketing & Communication Manager

### **Job Description:**

This role encompasses two key responsibilities:

**1. Execution of External Communication Strategies** Responsible for managing external communication channels such as social media platforms, company websites, and media relations. This includes crafting content for company newsletters or memos and ensuring alignment with the company's brand through the publication of content and marketing materials.

**2. Assisting Senior Executives in Internal Communication** Involved in meetings, scheduling, and pre-planning execution details, this role deeply understands the diverse needs of senior executives in managing various aspects of the company. It provides assistance to senior executives in navigating internal communication processes.

The ideal candidate should possess the following qualifications:

**Strong Writing Skills:** Proficient in written communication with the ability to express ideas clearly in documents.

Experience in External PR Work: A certain level of experience in external public relations activities.

Attention to Detail and Critical Thinking: Meticulous, able to draw connections and provide the most suitable assistance to collaborating supervisors.

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