

Communications and Public Affairs Manager

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Company: Perfetti Van Melle

Location: Vietnam

Category: arts-design-entertainment-sports-and-media

ABOUT THE JOB

The role is responsible for building and maintaining the company image and corporate reputation of PVM in Vietnam. This is achieved by engaging with different stakeholders (both internal and external) through meetings, events, partnership and other corporate programs to strengthen the company position. This role also will take the lead in the communication of the new PVM Blueprint and specifically the initiatives related to Sustainability by working across different functions and externally by engaging and supporting different communities linked to PVM's business.

In the case of law/ regulations - different from the ones under the responsibility of Regulatory Affairs - that may impact the company, reputation or business continuity, this position will act as the coordinator to different function like to prepare the impact assessment, get inputs/feedbacks for government, and bring them to different external stakeholders during the advocacy. Messaging can reach the government directly or indirectly via industry/ chamber/ media voices.

MAIN RESPONSIBILITIES

- Manages primarily the internal and external corporate communication especially those coming from Management. These internal channels include townhalls, intranet, videos, website etc.
- Communicates with other local government representatives (such as: MONRE), public worker unions, the media, and the public. Keep the relationship with key stakeholders of the industry such as Eurocham/Icham/PRO. Develop reports and update the organization on

policy developments.

- Stay informed about legislative and regulatory issues that may impact the organization.
- Develop strategies to engage with policymakers and advocate for the organization's interests.
- Public Relations: serve as the official spokesperson to the media or in public hearings. Provide and prepare research and talking points for top executives in preparation for meetings, interviews, and other activities.
- Drives and works with other functions in implementing CSR / Sustainability initiatives as aligned with Group's strategy and direction. Identification of community projects that will involve employees (to be supported by HR) as aligned with Sustainability plans.
- Defines PVM's engagement level in the local Vietnam context related to external business organizations, different from the ones specifically related to Regulatory Affairs.
- Manage special situations which may impact company reputation and image
- Other duties may include developing case studies and presenting information about the organization.

REQUIREMENTS

- A bachelor's degree is required. Master's degree preferred. Degree majors suitable for this occupation include public relations, communication, journalism, or business. Other acceptable majors include political science, public affairs, or public administration. Program coursework should include classes in public relations, communication principles, writing, government and governmental affairs, public speaking, and advertising.
- Minimum of 10 years, with at least 3 in a managerial or executive role.
- Must understand the legislative process and the local network and must have an existing good relationship with local media.
- Must possess excellent written and oral communication skills, both in English and Vietnamese, a thorough understanding of the confectionery or FMCG industry, and strong lobbying skills.
- An outgoing personality, the ability to multi-task, and quick decision-making skills are also needed.
- It is a plus if the candidate has a legal / law background.

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