

Internal Communication, Employer Branding Officer

Overall job definition:

The Internal Communication and Employer Branding Officer is a key role responsible for creating and maintaining effective communication strategies within Raiffeisen Bank, aligning internal communication with the organization's mission and values, and enhancing the bank's reputation as an employer of choice.

It will aim to foster a positive employee experience ensuring clear, coherent and consistent messaging which aligns brand values, mission & vision and strategic goals. Also, brings to life "Employer Value Proposition" and helps to build a community and attract new talents.

Is responsible to drive employees' communication content and manage internal communication channels, to ensure continuous internal information sharing, staff engagement, help senior leaders in shaping company culture.

Main responsibilities:

Internal Communication:

- Develops and executes the internal communication strategy, ensuring alignment with the company mission & vision and overall business objectives.
- Manages all internal communication channels, platforms tools, and internal events.
- Collaborates with other departments within the bank to drive communication for internal updates, launches and initiatives.
- Creates content which highlights bank's strength as an employer. Emphasizes career path and other long-term opportunities, also promotes a culture of belonging, innovation and growth.
- Makes sure that all internal communication materials reflect the bank's visual identity and tone of voice.

Employer Branding:

- Leads the development and implementation of employer branding strategies to attract and retain top talent.
- Collaborates with other units within PCO area as well as PR & Marketing teams to showcase Raiffeisen Bank's culture and values externally and internally.
- Creates compelling content, such as employee testimonials, videos, and social media posts, that highlight the bank's unique employee value proposition.

**Engagement & Culture Initiatives:**

- Promotes a strong organizational culture by supporting and designing campaigns and programs that enhance employee engagement.
- Develops engaging content to support various initiatives for staff inclusion, recognition, diversity, promotion, motivation, etc..
- Serves as a cultural ambassador, driving initiatives that align with the bank's values and agile transformation goals.
- Collaborates with bank ambassadors on different topics to promote internal brand values and secure consistency in delivering messages across various channels.

Crisis Communication support:

Supports the CPO in developing and executing internal communication plans during organizational changes or crises.

Ensures transparency and consistency in messaging to maintain employee trust and confidence during crises.

Collaboration & Relationship Management:

- o Partner with senior leaders to create tailored communication strategies that address their specific needs.
- o Builds and maintains strong relationships with internal and external stakeholders.
- o Chairs the Internal Communication and Events Committee.
- o Monitors and evaluates the effectiveness of internal communication and provide feedback for improvement.

Education Requirements:

- Bachelor's degree in communication, Marketing, Social Sciences, Public Relations, or a related field.
- Master's degree in a related field (preferred).

Skills & Competencies:

- Exceptional written and verbal communication skills.
- Strong strategic thinking with the ability to translate complex concepts into clear messages.
- Creative mindset and an eye for detail, particularly in content creation.
- Proficiency in digital communication tools and social media platforms.
- Project management and organizational skills, with the ability to manage multiple priorities.
- Knowledge of employer branding, employee engagement trends, and best practices.
- Strong interpersonal skills, with the ability to influence and build relationships across all levels of the organization.



- Analytical skills to measure the impact of communication and branding efforts.

Personal Attributes:

- Strong leadership and team collaboration skills.
- Proactive, solution-oriented mindset with a drive to innovate.
- Adaptability and resilience in a fast-paced environment.
- High emotional intelligence and cultural sensitivity.

Experience:

- A minimum of 5 years of experience in internal communication, employer branding, or related roles.
- Proven track record in developing and executing communication strategies and campaigns.
- Experience in driving cultural change and engagement initiatives.
- Familiarity with working in the banking or financial services industry (preferred).
- Previous experience in managing and enhancing a company's employer brand.

Only the candidates selected for the interview shall be informed.