



Textron Trading (Shanghai) Co., Ltd

BELL TEXTRON

## POSITION DESCRIPTION

**POSITION TITLE:** Sr. Communications Strategist  
**DIVISION:** Bell  
**DATE:** Nov 2017

### POSITION SUMMARY:

The Sr. Communications Strategist lines of effort include brand messaging development and management, employee communications, media strategy and company spokesperson, executive thought leadership programs, vendor/agency management, & budget management.

### ORGANIZATIONAL RELATIONSHIPS:

The Sr. Communications Strategist - China reports to Manager, Global Communications - China of Bell.

### PRINCIPAL DUTIES & RESPONSIBILITIES:

- Develop and execute global internal and external communications plans including strategy, goals, budget and tactics;
- Develop and execute global media relations strategy, seeking high-level placements in print, broadcast and online media;
- Plan and prepare written and visual communications and dissemination of information using print media, speeches, scripts, digital, intranet and external website;
- Work under pressure, establish schedules and meet deadlines while managing competing priorities;
- Plan and implement effective employee communication programs;
- Implement social media strategies to engage audiences across traditional and new media;
- Plan, coordinate and support internal communications actions to promote key events and successes;
- Serve as the liaison between communications and assigned functions, products, or regions;
- Maintain close relationships with assigned functional business teams, regions, or product teams to determine appropriate planning and tactical decision making;
- Leverage existing media relationships and cultivate new contacts within business and industry media;
- Supervise the management of media inquiries and interview requests;
- Supervise creation content for press releases, byline articles and keynote presentations, and advertising, among others;

德蒨隆贸易（上海）有限公司

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- Monitor, analyze and communicate PR results on a quarterly basis (minimum);
- In partnership with Global Public Affairs team, develop and execute issues management campaigns;
- In partnership with Global Brand Engagement team, identify advertising, sponsorship and other activities that can promote the brand and products;
- Build relationships with thought leaders to grow industry awareness;
- Maintain a strong understanding of industry trends, monitors industry issues and competitive landscape and adjusts company positioning and messaging and makes appropriate recommendations regarding communication strategy as required;
- Lead communication requirements for executives, including presentation development, coaching, interview talking points and speech writing;
- Establish and maintain procedures and processes to ensure that communication activities are carried out in a consistent and efficient manner in accordance with company commitments and corporate standards.

## REQUIRED EDUCATION AND EXPERIENCE:

- Bachelor's degree in Marketing, Communications, Business or a related field preferred. Relevant and proven work experience may be considered in lieu of degree.
- 6-9 years of related experience.
- **Preferred:** Complete understanding and application of industry practices and standards within communications field. Work is performed under general direction. Exerts some influence on the overall business objectives and long-range goals of the communications function.

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