

Corporate Communications Manager

Description

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Sygnum's diverse and talented team of banking, investment and DLT experts is shaping the development of a trusted digital asset ecosystem with strategic partners including Swisscom and SDX. We are dual headquartered in Switzerland and Singapore and operate globally.

Sygnum is looking for a Corporate Communications Manager to build media relationships and shape Sygnum's reputation, with a strong focus on Switzerland. This role works with corporate, product and client functions to effectively communicate the company's narrative

through announcements about key projects, product launches, and company milestones, as well as positions Sygnum as a thought leader on digital asset topics. The purpose of the role is to communicate Sygnum's brand and reinforce our market positioning through media and public relations.

Responsibilities

- Department lead for managing Swiss media (planned, responsive and reactive) and German language marketing or PR activities (events/ sponsorships, report contributions, awards submissions, etc.).
- Managing Swiss and international business media (planned, responsive and reactive) and PR activities (events/ sponsorships, report contributions, awards submissions, etc.).
- Work with agency and internal spokespeople to build relationships with key media and secure interview and commentary opportunities.
- Support internal spokespeople on all media interview logistics – pre-briefs, quote checks and follow ups.
- Ongoing development of press material such as press releases, FAQs, media list, etc.
- Co-lead for PR campaigns and management of PR agency, including internal communication and coordination on projects.
- Track progress against company objectives and reporting on PR activity.
- General support of marketing projects and activities.

Qualifications

- Language: Excellent written, aural and presentation skills in English and German (desirable).
- Work experience and knowledge: Hands-on experience in PR and managing media relations end-to-end in the financial sector; good understanding of the overall Swiss media landscape; interest and understanding of digital assets and cryptocurrencies highly desirable, as well as experience in a fast, tech-driven fintech environment essential – crypto and regulated business experience desirable.

Hiring organization

Sygnum Bank

Sygnum Bank is the world's first regulated Digital Asset Bank and a digital asset specialist with global reach. With Sygnum Bank AG's Swiss banking licence, as well as Sygnum Pte Ltd's capital markets services (CMS) licence in Singapore, Sygnum empowers institutional and private qualified investors, corporates, banks and other financial institutions to invest in the digital asset economy with complete trust.

Employment Type

Full-time

Job Location

Zurich, Switzerland

Date posted

February 25, 2022

APPLY

- Soft skills: Excellent all-round communication, analytical, clear prioritization and decision making, stakeholder management, teamwork and cross-team and cross-border collaboration, negotiation, and the ability to juggle competing priorities and get things done.
- Profile: Thoughtful and strategic, practical problem solver, independent thinker, self-starter, people-oriented, open, high levels of integrity, determination, and purpose.
- Interests: Technology, innovation, learning, blockchain, digital assets & cryptocurrencies highly valued, Interest in crypto, digital assets, Web 3.0 and the metaverse.
- Academic: Bachelors or master's degree ideally in business/ marketing or communications.

Job Benefits

- The chance to be part of a movement shaping the future of our world's financial system.
- An amazing, highly skilled, international and motivated team of professionals.
- Flexible working time models and free coffee, tea on office premise.
- Experienced leadership teams who are masters of scale and will facilitate smart growth.
- Regular gatherings with the teams and plenty of jokes and laughs ☺☺.