

Turkey Jobs Expertini®

Senior Media Manager

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Company: Huawei Telekomünikasyon Dış Ticaret Ltd

Location: İstanbul

Category: other-general

Role Purpose

Ensure Huawei pursues most innovative, effective and efficient media strategy and plans that directly build on our cooperate reputation and brand image with a purposeful and measurable approach, while maintaining strong relationships with respective media partners/vendors.

Your Place in the team

Lead and manage media team(including social media),responsible from setting and applying communication strategies andexecuting best-in-class media solutions; and Digital media team, responsible from setting, applying and executing Digital media strategies and plans, as well as social media accounts management.

Proactively monitoring media coverage and trends of potential PR crisis ,lead to make the strategy and take actions in timely manners when necessary.

Work closely with internal stakeholders to deliverbusiness-building, data-driven, strategic media solutions per campaign, monthly and annually

Represent company in all media-related contexts, including respective NGOs and among media vendors

Pursue media trends and customer habits closely to shape most relevant, effective and

efficient communication solutions are applied at all times

Work closely with global and regional teams for setting KPI's, priorities, new methodologies, modellings

Manage and implement annual media budget; ensure investments are in line with company priorities and all resources are managed effectively

Ensure that work associated risks are assessed and reduced so far as is reasonably practicable

Comply with Huawei cooperate information security policy, standards and procedures.

Protect Huawei cooperate information assets from unauthorized access, disclosure, modification, destruction or interference.

Protect user accounts and associated passwords, and accept accountability for any actions performed via usage of those accounts

Requirements

At Least Bachelor Degree

Minimum 8 years of experience in media communications field with well-rounded leadership experience of large teams

Strong relationship with media vendors

Strong digital media knowhow, including performance marketing and advertisement technologies

Excellent presentation skills

Excellent negotiation skills

English: Advanced level

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