



## **MANAGER OF CONSUMER EDUCATION, PUBLIC RELATIONS AND COMMUNICATIONS**

### **Role**

To manage the Public Relations, Communications and Consumer Education portfolio and function for the association.

### **Responsibility**

#### **Public Relations (PR) Management:**

- Developing and implementing PR strategies, strategic communications to enhance the reputation and public image General Insurance Industry and Association.
- Crafting press releases, media kits, and other materials to communicate key messages to the media and the public.
- Managing media relations and responding to media inquiries and handling communications effectively.
- Evaluating the success of PR and communication campaigns through metrics such as media coverage, audience reach, and consumer feedback.
- Preparing regular reports on the effectiveness of various initiatives and presenting them to senior management.

#### **Communication Strategies:**

- Creating and executing comprehensive communication plans that align with the Associations goals and objectives.
- Identifying target audiences and tailoring messages to effectively reach and engage them.
- Utilizing various communication channels, such as social media, email marketing, newsletters, and website content, to disseminate information.

#### **Consumer Education:**

- Develop and implement specific projects to raise the awareness of the public on the positive roles, contributions, and importance of the general insurance industry.
- To drive consumer education through media engagement. Review the current media engagement plans to better align with the preference and behaviour of target audience to achieve a quick lift in effectiveness

- To take all measures to ensure Consumers have a correct and comprehensive understanding of available General Insurance products, how to choose the right product and what to expect in their interactions with insurers and intermediaries
- Monitoring the effectiveness of consumer education initiatives and making data-driven improvements.

**General:**

- Evaluating the success of PR and communication campaigns through metrics such as media coverage, audience reach, and consumer feedback.
- Preparing regular reports on the effectiveness of various initiatives and presenting them to senior management.
- Establishing relationships with media and stakeholders to expand the organization's reach and credibility.
- Identifying opportunities for collaborations that can enhance the General Insurance Industry and Association's public perception.
- Staying up-to-date with industry trends, consumer preferences, and communication tools to ensure that the Association remains relevant and competitive.

**Qualifications/Work Experience**

- Bachelor and/or Master's Degree or higher tertiary qualification in mass communications, marketing or other related disciplines.

- Minimum 12-15 years work experience in the financial services sector (e.g. retail or commercial banking, unit trust companies, fund management, life insurance, or general insurance).
- Proven track record of delivery, multi-tasking and high performance in a fast pace organisational environment.
- A change agent with prior working experience with MNCs and an in-depth understanding of corporate governance / compliance policies relating to Corporate Communications.
- Experience in managing and developing social media and digital platforms/channels.
- Demonstrable track record in forging strong and effective relationships with the media.
- Professional enthusiasm, creativity, lateral thinking and performance oriented work attitude.
- Computer literate and proficient in MS Office and other IOT applications.
- Self-starter with strong sense of initiative and ability to work independently or equally as effective in working with teams across different functions or with affiliated organisations.
- Excellent written and verbal communication skills in both English Language and Bahasa Malaysia.

A competitive remuneration package based on qualifications and experience will be offered to the selected candidate.

Please send your resume to:

Senior Manager  
Head, Human Capital & Talent  
PERSATUAN INSURANS AM MALAYSIA  
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