



Freshfields Bruckhaus Deringer

Opportunity prospectus

Senior Communications Manager – Asia

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About Freshfields

With more than 4,000 people in the world's major business hubs, serving clients in over 150 countries, we know what it takes to operate across borders, legal systems and commercial cultures. Over decades we have built ties with the leading national advisers in every market so we can support our clients wherever they need us.

Our values

We are committed to delivering exceptional experiences for both our people and our clients, and this is what makes working with Freshfields unique. This difference is shaped by our three core values. These are what drive their success and are at the heart of how we approach our work and our relationships.

Embracing challenge

We seize challenges as opportunities to grow. We share a common mindset that, working together as one team, we can overcome obstacles and deliver great outcomes. It is why people join us and clients choose us.

Promoting collaboration

We offer an unparalleled service and experience through our collegiality and by proactively bringing together our global and diverse talent. It is what makes working with us special.

Redefining excellence

We seek to push the boundaries of what excellence means in everything we do. It is a journey not a destination and one we support each other on. It is what gives us our cutting edge.



Overview of the role

Operating within Freshfields' Global Marketing & Business Development (MBD) team, we are seeking a Senior Communications Manager, Asia. Working as part of the firm's global communications leadership team, this role is responsible for planning and executing the firm's internal and external communications strategy across the APAC region.

Based in Hong Kong or Singapore the role will support the firm's reputation management locally, in mainland China (Beijing and Shanghai), Japan, Singapore and Vietnam.

Our ideal candidate brings at least 7-12 years of PR and communications experience, preferably with some experience in legal PR either at a firm or at an agency. They are passionate about media relations, extraordinarily proactive and self-motivated, highly comfortable working with and counselling firm partners and senior-level staff, and excited to join a growing global team.

Freshfields is a high-touch, intensely client-focused organisation. The Marketing and Business Development function operates in a fast-paced, demanding environment with many stakeholders. There is a healthy component of "rolling up sleeves and doing" in the role.

There are many aspects of the role's scope which will take the form of offering counsel and advice, so a collaborative, consultative, inclusive working style is paramount. Similarly, relationships and the ability to quickly grasp the subtler elements of the firm's culture are essential.

The role plays an important part of enhancing the reputation of the firm in the Asia market. The senior communications manager designs and implements all components of the firm's Asia communications strategy. The role drives proactive media campaigns, responds to inbound PR opportunities, and develops messaging in support of the firm's strategic objectives. It also delivers strategic internal communications and social media for the region. The role is also integrated across marketing and business development teams including events, digital, content, and business development.





The role is to focus on:

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| 1. creation and delivery of a consistent 'drumbeat' of media coverage throughout Asian media markets – with a particular emphasis on Hong Kong, Singapore, mainland China and Japan | 2. specifically positioning the firm to comment and lead the debate around key issues impacting clients, in line with the firm's business growth objectives in the region | 3. responsible for broader communications efforts – including but not limited to social media, digital content and internal communications. |
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The firm's global media relations strategy is designed to generate quality press coverage in publications likely to reach clients and targets and that genuinely supports the firm's business development goals and brand.

Specifically, as well as seamlessly communicating the firm's steady stream of news and its association with the key client deals and mandates it has advised on, the role is intended to focus on the promotion of the knowledge and expertise of the firm's lawyers in order to position the firm as the leading expert in its chosen markets.

S/he will seek to create a "drumbeat" of communications by identifying and pitching, in conjunction with partners and business development teams, emerging trends and issues that can be either developed in the media through timely expert commentary on news stories or through the development of quality thought leadership reports which may be grounded in statistical analysis, desk or market research etc.

S/he may also be called upon to assist in reputation and issues management activities at a regional level.



Senior Communications Manager - Asia

LOCATION Hong Kong or Singapore

REPORTS TO Fiona Lloyd, Director of Global Communications

Key Responsibilities and Deliverables

- Act as a core member of the global communications leadership team. Maximise all global announcements and thought leadership campaigns in region. Lead on specific global comms team campaigns across practice groups or sectors - creating global plans and resources for others to implement in their own regions.
- Implement elements of the firm's global communications plan that are relevant to Asia, taking responsibility for adding fresh ideas for further development, particularly in respect of thought leadership
- Act in concert with the global media relations team to manage regional distribution of global thought leadership content.
- Act as the firm's 'media desk' in Asia, tending to incoming queries from journalists in Asian markets responsively and responsibly.
- Maintaining existing relations with media contacts throughout the region and establishing new ones.
- Contribute to the firm's global content production with original ideas that are likely to resonate with traditional business media outlets and have 'crossover appeal' to social media audiences.
- Work with local stakeholders and the Global Communications team to devise and develop a programme of research projects and media relations thought leadership campaigns to help grow the firm's reputation in key media
- Drafting and distribution of the firm's 'deal release' content for niche media and league tables providers, and working with counterparts in London to ensure appropriate distribution of this data
- Integration with the firm's digital communications team to ensure timely production and publication of website material relative to the firm's Asia practice
- Manage the firm's agency relationships in Asia
- Where relevant, implement and redeploy firm wide communications projects and initiatives in the Asia region
- Monitor news developments and be proactive and timely in positioning partners to offer comment to the media
- Monitor and identify forward opportunities arising from planned features and special reports in legal and other relevant business media
- Assisting partners in the formulation of other external communications content – including but not limited to speechwriting, op-eds and social posts
- An active role in the firm's internal communications activities in Asia – including drafting internal communications and contributing to communications efforts on internal change projects
- Where appropriate promote the firm's Corporate Responsibility and Pro-bono work to key media



- Proactively protect the firm's reputation in the region with horizon scanning and preparation. Responsible for issues and crisis planning and handling in the region - with support from global communications team.
 - Conceptualisation, execution and oversight of the firm's social media activities in Asia
 - Develop / establish strategic partnership relationships with external stakeholders, in accordance with agreed regional PR and Communications plan
 - Assist the Asia partners with strategic partnerships, regulatory authority relations, industry relations, press relations and government relations as needed
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Internal Communications

- Responsible for delivering strategic internal communications programmes for the region's leadership, as well as comms relating to key announcements including major hires and promotions.
 - Ad hoc support for key internal communications initiatives – including tactical advice, copywriting and speechwriting
 - Contributing to the firm's internal communications assets such as the firm's intranet, training content and internal communications collateral (ie. regular email updates)
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Communications

- Identify and review conferences and other business related events for possible sponsorship, speaking and networking opportunities for partners. Provide advice to Business Development Managers on sponsorship, advertising, editorial and advertorial proposals which, from time to time, are submitted to the firm from external providers
 - External speechwriting support for partners throughout the firm's Asia offices
 - Extensive copywriting – research reports and potentially white papers
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Digital Communications

- Oversight of the firm's social media platforms in Asia – including China – and management of content flow and approvals processes
 - Content generation for the firm's global social media assets
 - Supporting role in curating and editing content on the firm's external website
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About you

Key Requirements

- At least 7-12 years of experience within public relations and/or communications, preferably with some exposure to a professional services environment.
 - Degree qualified in a relevant discipline (communications, public relations, law, commerce or business).
 - An understanding of the legal sector and international business transactions.
 - Native English language skills – additional Chinese language skills preferable but not essential.
 - An understanding of the Asia-Pacific media market, with a particular emphasis on top-end financial news outlets (traditional and digital).
 - Experience writing across all forms of media and communications collateral – including but not limited to social media, media releases, media alerts, keynote speeches, internal communications messages and awards submissions.
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Competencies

- Exceptional written and verbal communications skills, including a demonstrated ability to condense complex information and concepts about current business/legal issues in simple terms
 - Demonstrated ability to build one's own internal credibility and becoming a sought after resource for communications advice and counsel by partners, managers and colleagues
 - Excellent diplomatic and influencing skills
 - High attention to detail
 - Collaborative team player
 - Confident and with the ability to communicate and work with people at all levels
 - Proactive, initiative-taker
 - Ability to remain calm under pressure and resilient
 - Ability to multi-task, prioritise and work to tight deadlines
 - Strong organisational skills and project management skills
 - Someone who is able to manage competing time pressures and relationships across various geographies simultaneously
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KPIs

Initiative, Motivation and Work Ethic

Freshfields is a fast-paced, high performance environment that values speed, excellence, and tangible results that contribute to achieving the firm's business objectives. The senior communications manager for Asia will be strongly motivated to make things happen, and will demonstrate passion, energy, and endurance to deliver results and meet deadlines.

The right candidate will be personable and willing to contribute to activities that are 'out of scope' when required. They will be passionate about communicating the firm's message and able to articulate what 'best practice' looks like when doing so.

Teamwork

This person will succeed in a highly collaborative, team-oriented business environment; where results are dependent on the ability to balance a strong bias for action with the need for consensus-building and cross-functional and geographic integration.

Counselling to Corporate/Business Leaders

The right candidate will be able to confidently and clearly articulate the case for strategic reputation management on a regular basis to internal stakeholders.

Additionally, they will be skilful at resolving nuanced and complex situations regarding the firm's external communication – which may involve their needing to persuade senior stakeholders of alternative views. They will be consensus-builders and strong leaders in equal measure.

They will be prepared to create enthusiasm within the firm for reputation management initiatives and then have the confidence and creativity to see those initiatives through externally.



Q&A

with Fiona Lloyd

Director of Global Communications at
Freshfields Bruckhaus Deringer

How does this role fit in with the global team?

This is a pivotal role that works alongside our other regional communications leads in USA, Europe and UK on the global communications leadership team. In addition to being responsible for reputation management in Asia, the role works very closely with our Asia based BD team to offer proactive support on local and regional campaigns, as well as our global channel leads for internal comms, social media and content to promote and protect the firm's reputation globally. We are genuinely a global team, located right across the globe, but with a unified team ethos that helps us support each other and work with the sun to deliver for our internal clients. It also helps us retain a sense of humour.

What will the day to day of this role be?

No two days will be the same as this is a highly diverse and active region spanning Hong Kong, Mainland China, Singapore, Japan and Vietnam. You will be managing and contributing to our social media channels, planning for day-to-day media opportunities, working with global colleagues to bring thought leadership to the region, joining the dots of various marketing campaigns and initiating research that will advance BD strategies across clients and sectors. As the go-to senior communications professional in the region it will be a dynamic, fun, rewarding and interesting role. Importantly, you'll also play a role in leading on the delivery of global campaigns and projects within the communications team.

What will the ideal candidate bring to the team?

Ideally we are seeking an experienced communications professional who has worked in a global business and can demonstrate proactivity with external communications, including developing strategy for communications around BD campaigns and global thought leadership pieces. This person will have a broad and varied role and their experience to date will have prepared them for that. Ideally, they will have gained experience from professional services, though they may also be coming from backgrounds in PR agencies and politics.

How to apply

Freshfields has recognised the strategic importance of this role to their business and have invested in a full search campaign through working exclusively with Executive Search Firm Seldon Rosser to canvass the market for exceptional talent.

To express your interest in this opportunity please email graham@seldonrosser.com with a copy of your resume in word format and a covering letter that outlines your relevant experience for this position.

If you would like additional information, please contact Graham on +44 7384 447633