Position: Head of Public Relation & Marketing  
Organisation: Silot

Company Summary

Silot is a Fintech company headquartered in Singapore, with an R&D center in Beijing, China. We are re-defining the future landscape of Fintech industry by connecting data and function silos, which empowers financial institutions for next-generation efficiency and capabilities, with the immersion and injection of AI and Blockchain.

Our mission is to connect and empower financial institutions, global merchant businesses and everyone through data optimisation and analytics, Blockchain technology and artificial intelligence. We love creating new technologies from existing blocks such as payments, marketing, and finance. We truly believe that by building products that serve the intersection between technology and humanity would greatly enable the world to be more connected and inclusive.

The people at Silot have previously helped grow Baidu, PayPal, Alibaba, Citigroup, Standard Charted Bank, Garena, Tencent, First Data and Lenovo in South East Asia, China, and the USA.

Job Description

Strategy
- Create an external Communications, Public Relations, Social Media, and Events strategy for the organisation that achieves business objectives while focusing on global brand recognition, global and national coverage, as well as local presence in key markets.
- Lead content strategy founded on key messages tied to company vision, brand positioning and competitive advantages in the marketplace.
- Collaborate across global offices and divisions to adapt execution of the strategy to meet client needs and to ensure messages and tactics are commercially relevant.
- Engage and manage relationships with external media outlets across many platforms, with specific focus on digital news and online media.
- Identify opportunities and innovative ways to leverage public relations, social media and events channels.
- Develop and manage success metrics & reporting (ROI).
- Maintain connection with industry and functional trends, adapting strategy as necessary.

Execution
- Implement, manage and deliver external communications, public relations, social media and events plans with excellence and superior customer service to support business objectives.
- Ensure alignment and integration of public relations, social channel and events strategies.
- Serve as company spokesperson in addition to developing additional spokesperson talent.
- Engage local and online media including media engagement at customer events.
- Create & communicate key messages.
- Manage the PR efforts surrounding acquisitions, dispositions and external events.
- Support reputation management and crisis communications as needed.
- Maintain P&L ownership for commercial marketing budget; ensure business goals are met with greatest efficiency.
People

- Oversee the external communications, public relations, social media and events team.
- Cultivate a high performing team by building skills through coaching, mentoring and ongoing training and development.
- Select, develop, and evaluate team members to ensure the effectiveness and alignment with current and future goals and initiatives.

Job Requirements

- Bachelor’s Degree or equivalent experience required
- 7+ years of progressive leadership experience in communications, public relations and social media preferred
- Strong ability to craft compelling, commercially relevant messages
- Public relations and digital news/online/social media experience, preferably in a global, matrixed organisation
- Organised individual with strong self and project management disciplines
- Proven ability to lead, facilitate, influence, and organise across groups and at multiple levels of the organisation
- Proven experience developing and cultivating strong working relationships and credibility with geographically dispersed stakeholders at multiple levels
- Outstanding written communication and interpersonal skills; strong track record of successfully serving as company spokesperson and ability to build and develop strong relationships
- Broad industry perspective, strong network of external marketing professionals, connected to the external marketing community.
- Organisational savvy with proven ability to drive results in a cross-functional, matrixed organisation.
- Critical thinking ability; independently and proactively identify problems, propose solutions and execute.
- Servant leadership attitude with constant focus on what is in the best interest of the company
- Ability to travel 20%

Application

To apply, please submit your detailed resume at https://silot.bamboohr.com/jobs/view.php?id=45.

Only shortlisted candidates will be notified.