

## Head of Corporate Communications and Media Relations

CrediaBank, is looking for **Head of Corporate Communications and Media Relations**, to join its Marketing and Corporate Communications team.

### **Job details**

Job type: **Full-time**

Location: **Athens, Greece**

Apply via email to: [recruitment@crediabank.com](mailto:recruitment@crediabank.com)

### **About the job**

CrediaBank is looking for **Head of Corporate Communications & Media Relations** to be responsible for designing and executing the Bank's corporate communications strategy. Reporting directly to the Chief Marketing & Corporate Communications Officer, the successful candidate's primary mission will be to enhance corporate reputation, ensure a consistent brand image and foster effective engagement with all internal and external stakeholders.

### **Responsibilities**

- Develops and implements the annual Corporate Communications strategy, ensuring full alignment with the Bank's business goals and top management priorities
- Leads the media relations strategy and oversees its seamless execution
- Supervises the preparation and distribution of corporate announcements, press releases, speeches, executive messaging and other communication collateral
- Designs and coordinates internal communication initiatives in collaboration with internal stakeholders to boost employee engagement and strengthen corporate culture
- Owns the Bank's corporate reputation strategy, monitoring external sentiment, identifying emerging issues and recommending proactive communication initiative
- Develops and maintains the Bank's crisis communication framework, ensuring preparedness, alignment and effective communication during crisis situations
- Provides strategic communication advisory to Senior Management for major corporate initiatives, transformation projects and announcements
- Partners with various organizational units to support initiatives that elevate the Bank's brand image and market standing
- Builds and maintains strategic relationships with media representatives, institutional stakeholders, industry associations and key opinion leaders
- Ensures the adoption of industry-leading communication standards and maintains message consistency
- Leads, develops and coaches the Corporate Communications team, fostering a high-performance culture and ensuring effective collaboration across the function.

### **Qualifications**

- University degree, preferably in Communications, Journalism, Public Relations, Business Administration, or a related field
- Postgraduate degree in a related field will be considered an asset

- Excellent command of the English language, both written and spoken
- Proficiency in MS Office and modern digital communication tools
- Proven track record in corporate communications strategy, reputation management and crisis communications
- Deep understanding of the media landscape and the journalistic environment
- A minimum of **12 years** in Corporate Communications with significant experience in senior leadership or management roles
- Strong business acumen and the ability to think ahead
- Proven ability to manage, inspire and develop high-performing teams
- Exceptional storytelling, writing and presentation skills
- Excellent stakeholder management and influencing skills.
- Ability to manage crises and make sound decisions under high pressure
- Ability to establish trust and rapport with C-suite executives and external partners
- High level of professionalism, integrity, and discretion.

### **About CrediaBank**

CrediaBank was created through the merger of Attica Bank and the former Pancreta Bank and is the 5th largest bank in Greece in terms of assets. It is a modern banking institution with a network of 66 branches and 5 business centers across the country, serving approximately 300,000 individuals and businesses with a wide portfolio of deposit, investment, and insurance products, mutual funds, loans, and brokerage services. Customer service is a top priority for CrediaBank, which is why it is the only bank that welcomes customers both with and without appointments, offers cashier services available throughout the day, and operates with extended hours through the CrediaConnect service.

CrediaBank operates as a credit institution supervised by the Bank of Greece, strictly applying both European and national regulatory frameworks governing the operation of banks. More information about the Bank is available on our website [www.crediabank.com](http://www.crediabank.com)

### **We respect your personal data**

CrediaBank, taking into account that the personal data of candidate employees is of great importance, informs you in accordance with Regulation (EU) 2016/679 and the relevant provisions of the applicable Greek legislation for the protection of personal data, in its capacity as controller of the type of personal data it collects, the reason they are collected and processed and how long they are retained here [bit.ly/3uUXmR3](http://bit.ly/3uUXmR3).

### **Equal Opportunity Employer**

CrediaBank believes that its strength lies in its people and promotes a safe, dignified and inclusive working environment with zero tolerance for any form of discrimination, violence or harassment. We review all applications with equality, transparency and respect for human rights.