



OUR CLIENTS

Our clients are a part of our family. We are always transparent and fair in dealing with clients, always ensuring they are kept in the loop about everything. Our dedicated and loyal team has worked effortlessly to create such a remarkable and reputable standing with many clients, who support and believe in the vision we have set forth. In fact, our clients have experienced firsthand the Yooney effect, growing their business on average by 10% per annum.

We have a diverse client portfolio, ranging from small, private companies to government agencies. We choose projects and clients based on our strategy and vision. We work on projects we believe we can deliver. In addition, no single client accounts for more than 20% of our gross income.

PARTNERS

We collaborate, share resources, including offices and overheads, with other companies that are making positive strides for everyone. We want to collaborate on projects, work with other teams and engage with as many people as possible to create synergies and foster growth as a community. Client conflicts are minimal and kept in check by strict non-disclosure agreements signed by all employees from both agencies.

TECHNOLOGY

We are a resourceful, technology-oriented company that takes advantage of the many benefits and efficiencies that modern offices provide. We use video conferencing when conducting meetings with clients outside the office.



COMMUNICATIONS MANAGER

JOB DESCRIPTION AND RESPONSIBILITIES

A communications manager promotes a company's mission, products and/or services. You will work closely with management teams and executives to shape a company's image and values, as well as the appropriate methods to communicate them to the public.

ROLE DESCRIPTION

In this position, you will be in charge of producing high-quality content that engages customers and builds brand recognition. Your main duties will also include creating informative content, press releases, articles, and media opportunities to share our company's brand, products, and services.

You will also correspond with employees and external stakeholders to keep them informed of company developments. You must create strategies to increase employee awareness and promote productivity. Externally, you must communicate with the media and other interested parties to announce new products and discuss organizational changes in a way that attempts to maintain a positive image of the company.

Responsibilities:

- Create informative and interesting press releases, press kits, newsletters, and related marketing materials.
- May develop print materials and branding strategies for employee use.
- Develop and implement effective communication strategies that build customer loyalty programs, brand awareness, and customer satisfaction.
- Must develop and distribute materials that may explain or convey the company's policies or position on issues.
- Must ensure that employees are aware of changes and projects within the company.
- Prepare detailed media activity reports.
- Plan and manage the design, content, and production of all marketing materials.
- Work with different marketing departments to generate new ideas and strategies.
- Supervise projects to guarantee all content is publication-ready.
- Create communication and marketing strategies for new products, launches, events, and promotions.
- Must distribute executive messages, prepare presentations and internal memos, and conduct meetings to share information.
- Must represent their organization to stakeholders, interested parties, and the public.
- May direct marketing and public relations staff or provide communications coaching for employees and must serve as the company spokesperson to the media and the general public.
- Lead the marketing and public relations staff.
- Respond to communication-related issues in a timely manner.
- Other duties may include issuing press releases, arranging interviews, and compiling press kits.
- Develop communications strategies and reconcile related marketing budgets
- Write copy for all initiatives, including marketing, sales, and internal communications



COMMUNICATIONS MANAGER

- Create marketing strategies that build customer loyalty programs, brand recognition, and customer satisfaction
- Create and manage release dates for recurring publications
- Manage projects to ensure content is publication-ready and in by the deadline
- Create and send out press releases for new products and services

Job Requirements

As the Communications Manager, you must demonstrate the following:

- Strong knowledge of communication practices and techniques.
- Outstanding written and verbal communication skills.
- Must be able to multitask and work well under pressure.
- Excellent organizational and leadership abilities.
- Must also develop research and proofreading skills to ensure all materials are high quality and accurate.
- Leadership skills are necessary for directing staff and overseeing projects.
- Must be a confident communicator and presenter
- Must possess excellent organizational and planning skills
- Superior project management and time management skills
- A wide degree of creativity and latitude
- Strong knowledge and understanding of current trends in digital media/social media
- Self-motivated with a positive and professional approach to management