ABOUT SKYTEAM

SkyTeam is one of the world’s three largest airline alliances, providing customers from member airlines access to an extensive global network with more destinations, more frequencies and more connectivity. The SkyTeam Alliance network has more than 16,000 daily flights and 1,057 destinations over nearly 180 countries. Our 20 SkyTeam member airlines make it possible for customers to travel the world in a better way. Whether making a personal journey or doing global business, customers enjoy more flexibility, convenience and choices along their journey with SkyTeam. We’re working together so we can focus more on “caring about you”.

Our world-class airline alliance members cover almost every corner of the globe, and we are the biggest airline alliance in Greater China. The benefits of flying with our member airlines include access to SkyPriority, the industry-leading, alliance-wide, red carpet treatment with priority airport services for our top customers, exclusive lounges and frequent flyer programs.

From the centralized office in Amsterdam Airport Schiphol, SkyTeam’s core management team focuses on alliance business to enhance existing benefits as well as develop new benefits for customers. Some of the functions handled by the central organization include: marketing, sales, airport synergies and transfer product, cargo, advertising and brand, alliance operations, finance, corporate communications and IT.

As Manager Public Relations & Internal Communications you will be part of the SkyTeam Brand & Communications department. This department takes care of managing the image and visibility of SkyTeam and has three main objectives: to increase the visibility and preference of the SkyTeam brand, to energize and differentiate SkyTeam’s communications and to bring consistency and clarity to the SkyTeam brand and its brand expressions.

THE POSITION

The Manager Public Relations & Internal Communications is responsible for the planning, implementation, tracking, reporting and evaluating of all SkyTeam Corporate Communications activities, both externally and with the member airlines.

Main purpose of the job:

- Manage External Communications for SkyTeam, liaising with the most relevant media channels as well as the corresponding departments at each member airline.
- Manage Internal Communications for SkyTeam, liaising with the corresponding departments at each member airline.
- Contribute to building and maintaining the image and reputation of SkyTeam among customers, media and member airlines.
- Remain, at all times, an objective representative of SkyTeam toward member airlines, the media and other external parties, putting aside any personal biases and working for the good of the Alliance as a whole.
The Manager Public Relations & Internal Communications reports to the Director Brand & Communications.

**THE MAJOR FUNCTIONS AND ACTIVITIES**

1. **Develop and implement the SkyTeam Corporate Communications plan, ensuring alignment with the overall SkyTeam strategic plan.**
   - Develop and execute the Corporate Communications plan.
   - Pursue a consistent execution of the Communications strategy centrally, acting as a focal point for all member airlines’ inquiries on SkyTeam topics.
   - Monitor media developments, benchmark the industry evolution, collect and analyse media coverage data regarding SkyTeam.
   - Develop and publish PR guidelines for central and members’ application.
   - Monitor, analyse and communicate PR results on a quarterly basis.
   - Prepare, hold and chair the Corporate Communications working group meetings and conference calls.
   - Define the multi-language communication policy of SkyTeam, steering SkyTeam’s translation agency accordingly.
   - Attend SkyTeam CSR’s team meetings, supporting its activities as feasible.
   - Guide and support new members through the External Communications aspects of their joining process, including their joining events.

2. **Manage PR campaigns, events and tools. Develop relationship with the media.**
   - Build and effectively manage ongoing media relationships with key journalists of selected media. Answer enquiries from media, individuals and organizations.
   - Generate steady global and regional media coverage on SkyTeam, reflecting key messages, in line with the yearly established KPIs.
   - Take a leading role when PR issues arise, managing the PR aspect of a potential crisis situation.
   - Organize press conferences and press trips as needed.
   - Write press releases, speeches and Q&As, develop presentations for the media and other stakeholders as needed.
   - Provide PR support to new products and services launched by SkyTeam.
   - Manage – together with all other relevant stakeholders – all digital content on skyteam.com, the SkyTeam apps and social media, ensuring a consistent style and tone-of-voice.
   - Translate the agreed upon SkyTeam Corporate Communications strategy into relevant campaigns, events and tools.
   - Source and manage speaking opportunities for SkyTeam representatives, including the CEO.
   - Manage execution of all PR plans at best value for money, ensuring quality, budget compliance and timeliness, managing contracts, service level agreements and budgets of suppliers as needed.

3. **Develop and implement an Internal Communications plan aimed at reaching all member airlines, with the aim to grow staff awareness about the benefits – for customers and members alike – of being part of SkyTeam.**
   - Create an Internal Communications team, composed of members from all SkyTeam airlines.
   - Develop, execute, monitor and evaluate the members’ Internal Communications strategy.
SKYTEAM JOB DESCRIPTION – PUBLIC RELATIONS & INTERNAL COMMUNICATIONS

• Align the Internal Communications plans with the airline members, the relevant business owners and other internal stakeholders, ensuring commitment and consistency.
• Build and maintain smooth working relationships with Internal Communications managers and other relevant contacts (e.g. SkyTeam managers) at each airline.
• Prepare, hold and chair the Internal Communications working group meetings and conference calls.
• Guide and support new members through the Internal Communications aspects of their joining process, including their joining events.

PREFERRED KNOWLEDGE/EXPERIENCE:
• Bachelor’s degree or equivalent in Public Relations, Communications, Journalism or a related field.
• Proven communications experience in the airline/travel & transport industry, either directly as part of the business or through a PR agency.
• Up-to-date knowledge of corporate and internal communications, social media tools and tactics.
• Proven track record designing and executing successful PR campaigns at international and multi-market level.
• Previous experience working in an international environment with multinational and multicultural demographics.
• Event organizing experience.
• Business awareness and a good knowledge of current affairs.

COMPETENCIES:
• Able to discuss complex and sensitive issues, diplomacy, ability to balance different or even conflicting objectives among multiple stakeholders.
• Able to work in teams and being sensitive to other national and corporate cultures.
• Excellent interpersonal skills and ability to influence others.
• Superb oral and written communication skills in English (NATIVE LEVEL).
• Proven ability to build and maintain valuable relationships with media representatives and other stakeholders, including airline executives.
• Able to work well under pressure, with multiple overlapping deadlines, ensuring tasks are prioritized and goals are met.
• Able to manage shifting priorities.
• Able to be creative and to show initiative.
• Good problem-solving skills.

INTERESTED?

Then give us the opportunity to get to know you and submit your letter of interest and CV directly online to HR@skyteam.com by 15 September 2016.