



## Some careers open more doors than others

If you're looking for a career that will unlock new opportunities, join HSBC and experience the possibilities. Whether you want a career that could take you to the top, or simply take you in an exciting new direction, HSBC offers opportunities, support and rewards that will take you further.

HSBC's Global Communications function provides communications advice and execution to country leadership teams, in support of HSBC's strategy, purpose and values. It is a global function that brings together the full spectrum of communications activities including: building and protecting HSBC's reputation, using insight to drive discussions, communications planning and creating engaging content.

HSBC Armenia is currently seeking a dynamic and ambitious professional to join the leadership team in the role of Communications Manager Armenia and Russia. In this role we offer great development opportunities internationally, travel and competitive benefits as well as an inclusive, values-led culture.

### Communications Manager Armenia and Russia

In this role you will need to

- Strictly adhere to the global Media Relations Governance Policy
- Create and build relationships with media that will take an interest in, and want to talk about HSBC
- Ensure coverage for relevant Global campaigns, reinforcing HSBC's leadership on global priority themes
- Identify opportunities for cross-border and cross-business media activity
- Respond quickly to a crisis, escalating appropriately and advising the business on reputation risk, calmly guiding them through what they should and should not communicate
- Deliver global employee campaigns locally, adjusting them accordingly for country audience
- Use HSBC's internal measurement/insight to inform decision making and prioritise communication activity
- Create engaging content, identify stories, pictures or metaphors that will help bring information and data to life in a way that will resonate with the audience ensuring alignment to Global
- Have good understanding of different communications channels, identify and select which to use and when
- Ensure content and messages are regularly updated in order that they remain valid

To be considered for this role, you will also need to

- Proactively build relationships with key local stakeholders, collaborate with the regional and global Communications teams and other key stakeholders
- Communicate in an honest and open way to build useful relationships with people within HSBC
- Be able to plan and prioritise work to ensure they are in line with business needs and that resources are used effectively, efficiently and in a timely manner
- Have very good Armenian, English and Russian language and presentation skills
- Have good knowledge of the financial services industry and global marketplace
- Have strong storytelling skills with proven ability to produce clear and engaging narrative
- Be aware and know communication trends, best practice media relations and employee communications tools
- Have the ability to deal with ambiguity and pressurised situations, have good crisis management skills

To apply for these role, please send your full CV to [vacancy.armenia@hsbc.com](mailto:vacancy.armenia@hsbc.com), with the subject "Communications Manager".

**You'll achieve more when you join HSBC.**  
[www.hsbc.am/careers](http://www.hsbc.am/careers)



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