



# Brand & Marketing Communication Coordinator

3M Česko, the Prague subsidiary of global company 3M, is offering prestigious and perspective work positions with opportunities for career advancement. A recognised leader in research and development, 3M produces thousands of innovative products for dozens of diverse markets. With \$23 billion in sales, 3M employs 75.000 people worldwide. Our company is based on a tradition of ethical behaviour towards our business partners as well as our employees.

We are looking for a suitable candidate for the position:

## Brand & Marketing Communication Coordinator

Responsible for supporting development and implementation of 3M Česko public relations and corporate communication designed to drive 3M brand awareness and familiarity, and for supporting development and implementation of business groups/divisional marketing communication strategies to generate consumer buying interest for 3M products in the Czech market.

### JOB RESPONSIBILITIES

#### Media & Public Relations (25%)

- Manages proactive and reactive media relations to obtain news coverage of 3M Česko
- Oversees research and development of corporate and divisional news releases, articles, editorials and other written communication products
- Arranges interviews with journalists, oversees planning, coordination and execution of news conferences and other media events
- Acts as a 3M Česko spokesperson and coordinates and prepares internal subject matter experts to act as divisional spokespeople in response to media requests
- Manages and reports on media measurement statistics (including ad equivalency value) in cooperation with external media monitoring service
- Organizes public events
- Develops PR plans and prepares cost estimates
- Replies to inquiries of the public

## 3M Personální inzerce

### **Corporate Communication (25%)**

- Participates in development and implementation of a corporate marketing plan, creates marketing communication programs and formulates appropriate messaging,
- Oversees execution of a corporate operational marketing plan including production of collateral, campaigns, 3M events and partner events
- Manages adaptation or development, production, and timely distribution of corporate marketing promotional and collateral materials by working with external suppliers
- Monitors, analyzes and reports effectiveness of communication
- Leads the creativity, editorial planning, content development, layout and production of internal newsletters and human resource communication
- Engages through CSR programs and sponsorships
- Participates in A&M budget development, provides support to management reviews
- Keeps the website of 3M Česko up to date, tracks the site performance

### **Brand & Marketing Communication (Shared Services) (50%)**

- Provides expertise and shares knowledge with internal clients on marketing communication projects
- Coordinates effective creative and production buying, manages workflow with external partners
- Provides support to divisions in targeting, developing or adapting, producing, and delivering all collateral including brochures, promotional flyers, ad campaigns, packaging, manuals and merchandising
- Provides support to divisions in targeting, developing and adapting, producing, and delivering online projects, including web design, Global newsletters, social media and ad campaigns, serves as liaison with 3M central brand online team,
- Develops and maintains strong working relationships with the marketing team, sales teams, customer service and distributors to support mutual understanding and shared planning
- Communicates with distributor networks, creates assets for local campaigns
- Works closely with all divisions to ensure consistency of brand representation, validates corporate identity in internal and external materials
- Provides brand and corporate identity briefings to 3M external partners
- Organizes 3M external events such as open days, visits, exhibitions or trade shows
- Organizes internal training courses and workshops on brand and marketing communications for 3M employees

### **QUALIFICATIONS**

- University degree
- Over 3 years of experience in advertising or communication
- Knowledge of offline/online media environment and ATL/BTL marketing communications mix
- Previous experience in working with a creative agency, media agency or a media house is an advantage



## 3M Personální inzerce

### **SKILLS**

- Excellent writing and speaking skills, strong communication and interpersonal skills, organized, deadline-oriented, creative and team-player
- Good analytical skills, able to make prompt and qualified decisions
- Languages: Czech – native, English – fluent
- PC/Software: MS Office, Internet, local applications, CRM
- Other: Driving license B

In case of interest, please send your CV and motivation letter to Lada Šírková – [Lsirkova@mmm.com](mailto:Lsirkova@mmm.com)

