



Publications Manager - Europe

Sniper & Rook Solutions is a mid-level recruitment business working with select UK and other European companies to recruit the best people to work for our clients. We have recently undertaken a recruitment project for one of our clients based in Krakow who are looking for people to work within their team in Krakow.

The role is senior and is created to provide leadership in the teams activities with an overall aim of improving all standard communication pieces. Provide resource and support in producing materials inline with Customer Projects team and segment requirements, also creating and managing regular publication activities.

The main duties would involve:

- ✘ Participate in opportunity pursuit team as early as possible in sales cycle
- ✘ Close involvement in solution design
- ✘ Identify up sell opportunities to VCM in BAU operations
- ✘ Leads the Publications department - manages the team, is responsible for developing new talent and induction
- ✘ Over see's capacity of project staff
- ✘ Sets strategic direction on segmented, mass and publications approach
- ✘ Acts as the point of contact for Publications feedback
- ✘ Co-develops channel integration strategy
- ✘ Is involved in strategic projects and shares co-responsibility
- ✘ Coordinates annual communication plans with Customer Projects Department Head
- ✘ Discusses relevant projects with Customer Projects Manager, and Area Marketing Manager
- ✘ Aligns management information flows with all heads of departments,
- ✘ Settles disputes in his field of action/responsibility between Central Communications and other departments
- ✘ Sets standards and leads quality and process improvement initiatives
- ✘ Manages external relationship with publishing house

What we expect:

- ✘ Active participation in Due Diligence
- ✘ Sign off Global Delivery Planning including Global templates
- ✘ Manage change request (including sign-off)
- ✘ (Local) Business blueprint sign-off
- ✘ People and Process Transition sign-off
- ✘ Go-Live Acceptance sign-off
- ✘ Relevant degree or professional qualification in Business Communications or Marketing with over 5 years experience.

Work experience:

- ✘ Currently performing a communications role, with demonstrable delivery of:
- ✘ Man management of a large team



- ✘ Leading multiple large 'Business to Consumer' communication projects, across multiple countries and languages
- ✘ Previous experience must include managing publication process with day to day operational experience
- ✘ Experience of working as a part of a team, contributing and sharing best practises/ knowledge / collateral and ideas
- ✘ Previous budget experience over one million Euro's.

Specialized knowledge

- ✘ Knowledge of communication material production processes - creation, translation, print and distribution
- ✘ Ability to understand and manage a creative process.
- ✘ Demonstrable knowledge of the process for developing marketing communications collateral, online and offline, ideally across multiple countries / languages
- ✘ Experience and skill in evaluating and critiquing creative work, ensuring it delivers defined objectives and brand values
- ✘ Knowledge of the of all key online and offline media, and excellent understanding of the role of each within the mix
- ✘ Understanding and management of working with a corporate identity within Communications collateral.
- ✘ Presentation preparation and delivery to senior management
- ✘ Good verbal and written English language skills (other preferable)
- ✘ IT Literate - Excel/Word/Powerpoint/Acrobat (PDF Proofing)

Soft Skills

- ✘ Man management of large team
- ✘ Excellent inter-personal and influencing skills
- ✘ Excellent communication skills, written and verbal
- ✘ Ability to work on a number of projects
- ✘ Ability to show initiative
- ✘ Team player
- ✘ Commercially awareness
- ✘ Customer-centric approach - ability and willingness to see the world through the eyes of our customers
- ✘ 'Continuous improvement' approach - seeking to deliver better, faster, cheaper
- ✘ Determination and motivation to succeed
- ✘ Strong listening and questioning skills
- ✘ Willingness to travel abroad, sometimes at short notice; this travel could sometimes be regular (2/3 times per month)
- ✘ Presentations to senior executives and external ABOs

What we offer:

- ✘ Benefits and workplace in Krakow
- ✘ Working within an international team
- ✘ Support with relocation where necessary