

05/2013

## STATE OF THE NATION

*Reputation management is as vital for political actors as it is for corporate players*

By Chiara Valentini



The global financial crisis has created a number of challenges for international markets. It has also raised global political instability. Ever stricter measures to control budget and public expenditure provoked a global trend of increasing dissatisfaction, distrust and discontent with national governments. It is evident that economic recessions, corporate insolvencies, and the pervasiveness of new technologies are changing the relationship between consumers and businesses and are having a huge impact on

consumers' trust in markets. As I indicated in a previous work conducted together with Dean Kruckeberg from the University of North Carolina in the US, the complexity of today's society and growing incredulity towards modern sciences has increased citizens' insecurity towards traditional institutions such as friendship, nation-states, mass media, religion and so on. Generalised fears - a consequence of this lack of trust - are wide-spread. We noticed that in marketing communications, for example, more and more consumers lack commitment to universal or totalising ideas. They distrust planned

and pre-packaged images and are more reluctant to take in corporate stories and, even less so, political messages. There is substantial distrust of political institutions, of corporations' real intentions, and even of religion. These fears have been boosted by the financial crisis, particularly among those countries which have been affected the most by economic restrictions and austerity. Trust in markets is a key variable for measuring the capacity of a country to cope with the financial crisis. However, trusted markets are so because of the capacity of certain individuals in governing positions to create... [Read more](#)

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# Facts & Figures: Competences of European communicators

Social media manager competency profile: The top three knowledge, skills and personal attributes for social media managers in Europe

Knowledge	Skills	Personal Attributes
Knowledge about (own) organisation	Planning	Curiosity
Listening, understanding and interpreting trends, linking them to business strategies	Multi-media	Empathy
Corporate strategy	Other	Daring/risk taking

**COMPETENCE IS A GOOD THING.** It means you can do it. Think of sports, playing an instrument or being able to fly: if you are competent then you will fit the general view that you can handle the task, issue or challenge in front of you. So what does competency mean when we talk about our work? A recent study has highlighted that there are significant gaps in the shared knowledge and understanding of the issues when it comes to our own professional capabilities, particularly in communications. Supported by the EU and working in partnership with the European Association of Communication Directors, the European Communication Professional Skills and Innovation (ECOPSI) programme is the largest European-funded communications project looking into the future skills and competence needs of practitioners. It recognises that there is a changing context for communications. New corporate positions demonstrate that communicators now require a complex set of competences to be successful in a global workplace which is currently undergoing phenomenal change, driven largely by pressure to improve profits and to make cost efficiencies. A partnership of six leading European universities, the ECOPSI programme is

focused on mapping the current competences required for social media roles, internal communication roles, crisis communication roles and communication director roles in Europe as well as understanding their future development needs. Here, we only have space to highlight one of four emerging trends that resulted from the interviews.: strategic social media. As organisations seek new ways to drive innovation and build authentic relationships with their various stakeholders, many decide to jump on the social media bandwagon. Some organisations are experts in surfing the social media wave while others struggle or fail. Our study found that practitioners feel they need a greater understanding of its strategic application and want to find out more about the return on investment that might be realised from their implementation rather than knowing how to use a specific social media technology or platform. This finding links with the fact that all regions view social media as a growing area: not all are necessarily viewing this as a threat, but more as another media channel to use. The top three knowledge, skills and personal attributes for social media managers in Europe are listed in the table above. Further information about this new research project can be found under 'read more'. [Read more](#)

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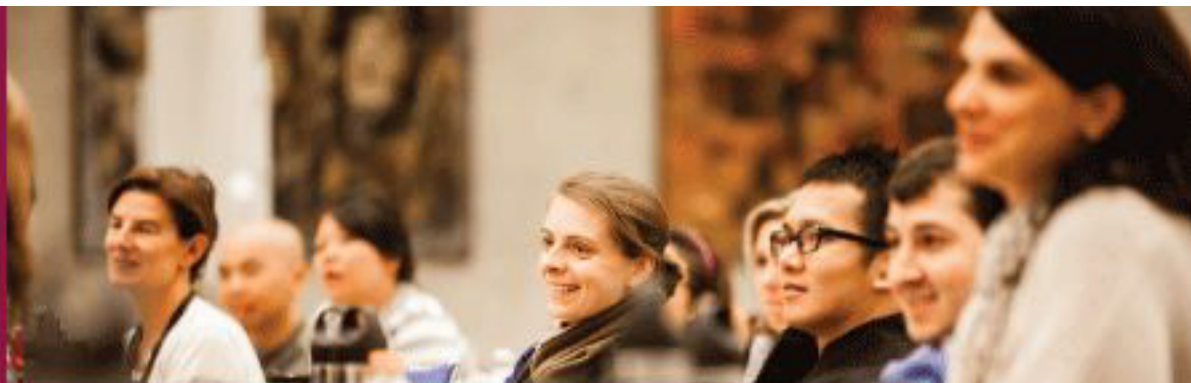
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# Personnel



## Barbara Schädler

Head of  
Corporate  
Communications  
Lufthansa Group  
Start: July 1

## New communications head at Lufthansa Group

Deutsche Lufthansa AG has appointed Barbara Schädler as head of corporate communications of the Lufthansa Group. She takes over from Jürgen Homeyer, who has been in charge of corporate communications on an interim basis since December 2012. Since 2011, Barbara Schädler has been employed at SAP AG as senior vice president global communications. In her new position at the Lufthansa Group, Barbara Schädler will report direct to the chairman, Dr Christoph Franz.



## Sabine Schauer

Director, Corporate  
Communications &  
Government Affairs  
Novelis Europe  
Start: April 1

## Schauer directs communications at Novelis Europe

Sabine Schauer is the new director of corporate communications and government affairs at Novelis Europe (part of the global aluminum company) which is headquartered in Zurich. In this role, she manages the internal and external communications as well as government affairs area in Europe. She follows Joan Chesney, who leaves in June after 27 years in the business. Schauer has worked in the communications industry for over 17 years. Most recently she served as director of corporate communications for the Central and Eastern European, Middle Eastern & African regions at Henkel.

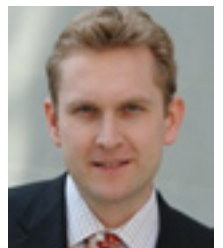


## Julian Eccles

VP, Corporate  
Communications  
Millicom  
Start: March

## New VP for corporate communications at Millicom

Millicom, the international telecommunications and media company, has appointed Julian Eccles as vice president for corporate communications. Eccles most recently served as director of marketing and communications at The Football Association. Before the FA role, Eccles took on senior communication roles at BSkyB and UK telecoms regulator Ofcom. He has also worked as a special adviser in the government's department for culture, media and sport. In his new role, Eccles will report to group president and chief executive officer, Hans-Holger Albrecht.



## Andres Luther

Co-head, Corporate  
Communications  
Credit Suisse

## Credit Suisse communications head to leave

Andres Luther, co-head of corporate communications at Credit Suisse, will leave the Swiss bank to join consultancy Hirzel.Neef.Schmid.Counselors as a partner at the start of 2014. Luther was head of group communications from 2005 and has been co-head of corporate communications since 2011. Calvin Mitchell, previously head of corporate communications at Thomson Reuters, joined Credit Suisse as co-head of communications alongside Luther last September. Luther's departure comes soon after Michael Willi left Swiss rival UBS as communications chief after 20 years at the bank.



## Britta Maria Schell

Head, Corporate  
Communications &  
Marketing/Press Officer  
Jenoptik AG  
Start: April 15

## Schell heads communications at Jenoptik

Britta Maria Schell has taken on the positions of head of corporate communications and marketing as well as press officer at Jenoptik AG. In this function she is responsible for press and public relations, internal communications as well as for brand management and central marketing of the globally operating optoelectronics group. Schell, whose professional career includes various positions in companies of the E.ON Group, IVG Immobilien AG and SWB AG and most recently worked as freelance communications consultant, now reports to Jenoptik CEO Dr Michael Mertin.



## Alex Birtles

Director of  
Communications, & Public  
Affairs  
TalkTalk

## Alex Birtles becomes director of comms at TalkTalk

TalkTalk has appointed Alex Birtles to its top communications role after the departure of director of communications Mark Schmid to its communications agency Good Relations Brand Communications. Birtles joined TalkTalk in 2010 as public relations and public affairs manager. She was promoted to head of public affairs in September 2012. Schmid joined TalkTalk as communications director in 2010, when it demerged from The Carphone Warehouse, where he was group head of communications.

# Personnel



**Thomas Schonen**  
Senior Director, Brand &  
Communications  
Philips Germany  
Start: April

## Thomas Schonen joins Philips from Beiersdorf

The former head of communications at Beiersdorf, Thomas Schonen, is the new senior director brand and communications for the German market at electronics company Philips. Philips has created an overarching department for brand management and communications including this new position in early April. Schonen reports to Carla Kriwet who runs the headquarters in Hamburg, Germany. The former head of Philips corporate communications in Germany, Austria and Switzerland, Cornelia Rauchenberger will keep her position.



**Sally Osman**  
Head of Communications  
Prince of Wales  
Start: June

## Sally Osman heads comms for Prince of Wales

Sally Osman is to become the Prince of Wales's new head of communications. She takes over from Paddy Harverson, who is leaving to set up his own company. Osman is currently director of corporate affairs for Sony Europe, but has also worked for the Daily Mail and BSkyB and has been a consultant to the China Media Centre at the University of Westminster and for the brand agency Make Believe. She will now be in overall charge of public relations for both the Prince of Wales and the Duchess of Cornwall.



**Valerie Darroch**  
Director of  
Communications  
CCA  
Start: May

## CCA appoints Darroch as director of communications

The Customer Contact Association (CCA) has appointed Valerie Darroch to the new role of director of communications. She reports to chief executive, Anne Marie Forsyth. Darroch has a long-standing relationship with CCA, the leading independent authority on customer contact, having provided strategic communications advice and support on a consultancy basis since 2007. In her new role, she will be responsible for promoting CCA's activities, including its leading-edge research programme, as well as engaging with stakeholders on critical customer contact and customer service issues.

[Read more](#)

# Events

04.06.2013 – ProCom, Helsinki

## ProCom Day 2013

The theme of this year's ProCom, People, Communication and Leadership, will be discussed from the perspectives of both specialists and leaders. The theme of the seminar acts as part of ProCom's umbrella theme of the year 2013, Collaboration between HR and Communication.

[Read more](#)



16/17.05.2013 – Amsterdam

## 2nd Annual International Social Media & PR Summit

Jointly organised by PR Daily, Coopr and ING, this summit promises to provide tactics, tools and tips to transform your public relations efforts through the use of social media. Speakers from Ford Motor, DDB, MTV and LEGO Group will be among those sharing their expertise with attendees at the conference's venue, ING House. [Read more](#)

11.06.2013 – Next Level Strategies, London

## Engaging Comms Conference

How are HSBC, Motorola, NSPCC, BBC, Shell, Butlins, Halfords, The Co-operative Group, Visa and Siemens truly engaging and captivating internal and external audiences? Discover how leading brands are truly engaging and captivating internal and external audiences by getting their message out with advanced, social, multi-channel and media communications strategies. [Read more](#)

14.06.2013 – University of Ulster, Belfast

## PR & strategic communication in divided societies

The European Communication Research and Education Association (ECREA) organise this conference at the University of Ulster, Belfast, a fitting location for a look at how public relations and strategic communications are approached in divided societies. [Read more](#)

# Jobs

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## Chief of Internal Communications P5

**Location:** Rome, Italy

**World Food Programme**

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## Director Public Affairs and Communication GMS EMEA

**Location:** Norderstedt, Germany

**Johnson & Johnson Medical**

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## Director of Media Relations

**Location:** London, United Kingdom

**BBA**

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## Associate Director, Global Medical Communication

**Location:** Basel, Switzerland

**Actelion**

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## Communications Manager

**Location:** Paris, France

**Facebook**

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## Corporate Communications Manager

**Location:** Frankfurt am Main, Germany

**Nike**

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## Marketing Communication Associate

**Location:** Netherlands

**Biomet**

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