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FIGURES



ADAPTING TO A NEW NORMAL

Why the corporate communication counsellor has never been so important

[read more...](#)

Welcome to the April issue of Communication Directory,

The latest Edelman Trust Barometer reveals public trust is steadily declining in our institutions: government, business, media and non-governmental organisations. This global trend has created an increasingly complex environment for communicators to navigate.

Our feature article this month outlines the opportunity for communicators to have a greater impact by taking on an executive counselling role to win back trust and reinforce reputations.

One area where leaders of these institutions could use some advice is communicating online with the public. Our April Facts & Figures highlights the levels of CEO presence, activity and engagement online and on social media.

The Communication Directory newsletter also showcases the latest events, job vacancies and personnel changes in Asia-Pacific communications. If you have any feedback related to our newsletter, website or magazine please share it with us at info@communication-director.com or through our social media channels.

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PERSONNEL CHANGES

[New role for Parashuram at Grundfos](#)

Mahathi Parashuram has been appointed as the regional head for public affairs, communications and relations at Grundfos, Asia-Pacific region. She will be responsible for internal and external communications, policy ... 



Hutauruk change role at Padma Hotels

Padma Hotels has announced the promotion of current corporate marketing and communications manager, Yohanes Hutauruk, to the position of corporate communications director. Hutauruk began his career in the hospitality industry as a ... [+](#)

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Vaidyanathan moves to Mobikwik

Suresh Vaidyanathan, former communication head of Twitter India, has taken a new role at mobile wallet major MobiKwik. He will be responsible for external communications and government relations. With around two decades of ... [+](#)

New acting communications director at Fox Sports



Brendon Moo has joined Fox Sports Australia as acting director of marketing and communications while current marcomms director, Carly Loder, is on maternity leave. Moo is a highly experienced media executive with a ... [+](#)



JOBS



Wells Fargo

Vice President, Communications Consultant

Location: Hong Kong



Dream Cruises

2nd Assistant Vice President - Public Relations

Location: Hong Kong



Marriott International

Director, BMSC Communications & Change Management - Asia Pacific

Location: Hong Kong



CUTS International

Associate Director Of Communications

Location: Jaipur



Danone

Head of Communications

Location: Sydney



Tourism New Zealand

Global Brand and Content Manager

Location: Auckland

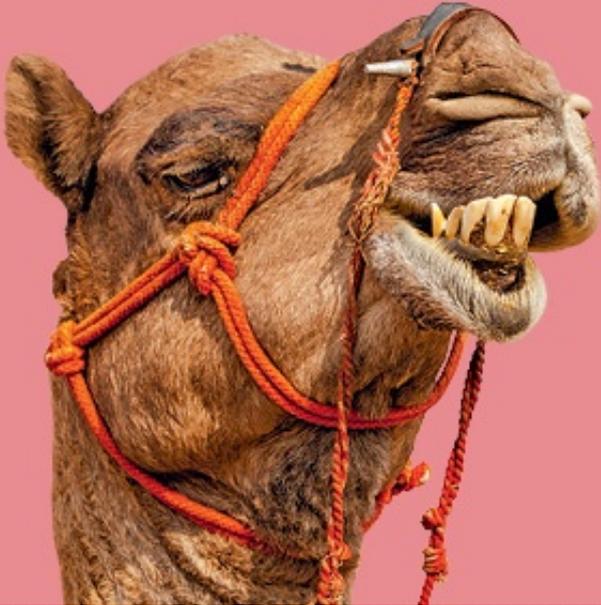


Dropbox

APAC & Japan Communications Manager

Location: Sydney

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ARTICLE



Adapting to a new normal?

In a fast-changing, volatile, post-truth environment, the role of corporate communications counsellor has never been more important

There has arguably never been a more complex and confusing time for those of us in communications. Traditional ways and methods for communicating with stakeholders have been upended by unpredictable geopolitical forces and dramatic

changes in the sources and channels of information people most trust. This has created a seemingly parallel universe where fake news blurs fact and fiction, “post-truth” was [read more](#)



EVENTS



12.04.2017, Kuala Lumpur

Dealing with internally-produced videos

The Asia-Pacific Association of Communication Directors (APACD) will hold a coaching day with Hong Bao Media. Hong Bao ... [+](#)



19.04.2017, Hong Kong

The Digital Communications Conference

Subscribers to Communication Director receive a discounted registration price The digital world is evolving every second and the ... [+](#)



27.04.2017, Hong Kong

2017 Conference on China

Hong Kong, as a hub for international trade, finance, business and media, is uniquely positioned to provide an open platform to discuss the state ... [+](#)



17.05.2017, Bangkok

Global Summit on Measurement 2017

The age of disruptive communication: Measurement, evaluation and insights in the age of change Disruption is a constant, synonymous ... [+](#)



FACTS & FIGURES



CEOs visible on social but engagement stalls

CEOs visible on social but engagement stalls The majority of CEOs are present on social media but there remains room for improvement when it comes to activity and engagement. According to new research from Webser Shandwick, 92% of U.S. public and 76% of private company CEOs are visible online in social media and on their company websites. However, fewer [read more](#)

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