

# COMMUNICATION DIRECTORY

NEWSLETTER FOR CORPORATE COMMUNICATIONS AND PUBLIC RELATIONS

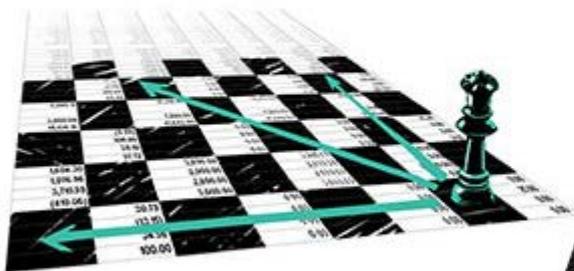
PERSONNEL

JOBS

ARTICLE

EVENTS

FACTS &  
FIGURES



## DOING MORE WITH LESS

How communicators can develop a strategy with limited resources

[read more...](#)

Dear reader,

December sees the publication of the latest issue of Communication Director Magazine, which has a special focus on the strategic contribution of the chief communications officer and the communication function. But what contribution can communications teams give to their organisations' strategic development, when those teams face tight budgets and punishing workloads. "I'm too busy to be strategic" is a common complaint for many communications leaders – the article in this month's newsletter offers several practical tips to find solutions for this complaint.

At the end of the year, our Facts & Figures section looks back at one of the annual highlights in communications research: the publication of the European Communication Monitor, of which Communication Director is a proud media partner. This year's edition highlights several important trends, including visualisation, social bots and benchmarking, as well as communicating in a hypermodern culture – the latest issue of Communication Director features an in-depth look at this by authors of the Monitor.

We wish you a peaceful December and Christmas break.



## PERSONNEL CHANGES



### **Barclays promotes Louise Pancott**

Barclays UK has promoted Louise Pancott to director of external communications. She will oversee all external comms and media relations for the bank's wealth and investments, personal banking and mortgage divisions. She joins ... 



## **■ Fnac Darty nominates Benjamin Perret**

Benjamin Perret has been appointed director of communication and public affairs of the Fnac Darty group. He will be responsible for the external and internal communication, public affairs and cultural activities of the group. ... [+](#)



## **■ Vion-Lanctuit moves to Marenco**

Cecile Vion-Lanctuit is the new head of communications of Marenco Swiss Helicopter, the next-gen helicopter producer and distributor. In her new role, Vion-Lanctuit oversees all internal and external communications for MSH. She also ... [+](#)

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## **■ TUI reinforces corporate office EU team in Brussels**

Tim Van Severen, has been appointed as manager international public policy & EU affairs in TUI Group's corporate office EU in Brussels. He is joining TUI Group from holding a role within TUI Belgium. The Belgian has ... [+](#)



## **■ Emanuela Vecchiet departs Generali**

Cattolica Assicurazioni has announced that Emanuela Vecchiet has joined the group director of communications and institutional relations. Vecchiet arrives from Generali Group, where she spent ten years as part of ... [+](#)



## **New communications director at textil+mode**

Petra Diroll will be heading the politics and communications department in the General Association of the German Textile and Fashion Industry (Gesamtverband textil+mode) in Berlin from January 2018. Diroll moves from the Federal ... [+](#)



## **Continental Tires hires Roberto Polanco**

Tire company Continental Tire has hired Roberto Polanco as their new communications and PR manager in Spain. Polanco began his career as assistant brand manager at Levi Strauss & Co. before joining PRISA as an editor in 2004. Two ... [+](#)



## JOBS

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Alliance Healthcare

### **Head of Communications and Marketing**

Location: Chessington



Mercuri Urval

Mercuri Urval

### **Global Head of Communication and PR (m/f)**

Location: Northern Germany



DNV GL

### **Communications Manager, Northern Europe and MEA**

Location: Bristol or London



Euler Hermes

### **Communication & Media Manager**

Location: Brussels



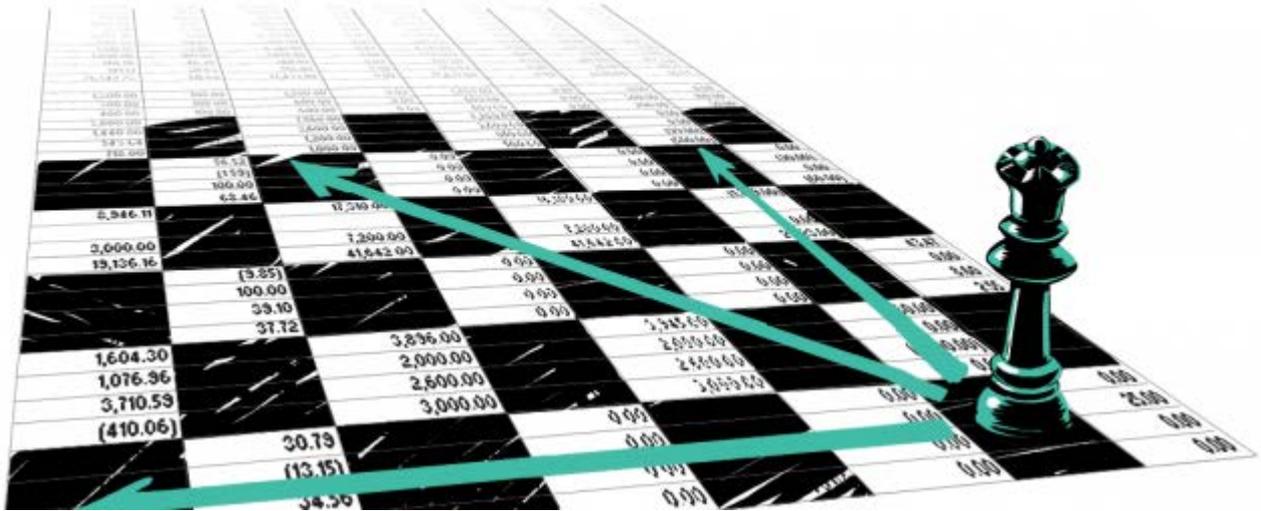
Huawei Technologies

## PR & Communication Manager

Location: Prague



### ARTICLE



## Doing more with less

**Too busy to be strategic? We present a few practical tips on how to be more strategic in your work when you don't have time or energy to do more**

"We're too busy to be strategic" is a common complaint heard from over-taxed, under-staffed communications teams. We present a few practical tips on how to be more strategic in your work when you don't have time or energy to do more. [read more](#)



### EVENTS



12.12.2017, Webinar

## Building a movement with Young Communicator Award finalist Kelsey Hunter

This webinar on the Climathon campaign will be hosted by Kelsey Hunter, corporate communications Manager at Climate-KIC and finalist of this ... [+](#)



09.01.2018, London

## How to future-proof your brand

This coaching day will approach branding from a business perspective and give you the insights to improve your brand management skills. With the ... [+](#)



## Going visual and using bots in communications?

One of the year's highlights in communications research is the annual publication of the European Communication Monitor (of which Communication Director is media partner). Based on responses from 3,387 communication professionals in 50 countries, the European Communication Monitor 2017 identifies challenges of visual communication, explores social bots and challenges of hyperm [read more](#)

# COMMUNICATION DIRECTOR

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