

COMMUNICATION DIRECTORY

NEWSLETTER FOR CORPORATE COMMUNICATIONS AND PUBLIC RELATIONS

PERSONNEL

JOB

ARTICLE

EVENTS

FACTS &
FIGURES

According to new research by The Brand & Reputation Collective and the European Association of Communication Directors, communication professionals define this current age as a time of 'radical uncertainty', where trust in established values and institutions is low, and everything we thought we knew about the world has been turned upside down. They see more risk, fewer solutions and a dearth of leadership in society that opens the door to populists and others who claim to have the answers to our difficult questions. They believe society has fractured into competing tribes that mostly shout at each other.

For enterprises to find resolve direction amongst all this, Phil Riggins of The Brand & Reputation Collective proposes the building of a culture of purpose, built on clearly articulated values that makes decision making easier, response times faster and communication consistent. Read Phil's in-depth argument – taken from the latest issue of Communication Director Magazine – in this month's newsletter.

As 2018 draws to a merciful close, the future is as unclear as ever. Communication Director, at least, will continue to bring you the latest think pieces in corporate communications, public affairs and PR: we wish you all a peaceful end to the year, a merry Christmas and a happy new year.

If you'd like to keep receiving these kinds of insights from Communication Director, please confirm or update your contact information for your free newsletter below:

[Review your contact info »](#)



PERSONNEL CHANGES



Tobias Fröhlich moves to Uber

Former communications expert at Apple Germany, Tobias Fröhlich, has joined Uber as head of communications. Fröhlich began his communication career twenty years ago at Vattenfall before joining Axel Springer SE in 2001 ... +



Schneider Electric nominates first global comms head

Rebecca Lowell Edwards, who spent the last 18 months with the International Olympic Committee, has joined Schneider Electric as the company's first global communications leader. In the new job Edwards will ... +



Cxense promotes Tobias Arns

Former content and digital marketing manager, Tobias Arns, is now head of marketing and communications at the Norwegian data-management, analytics and content-recommendations service, Cxense. Arns is a marketing and communications ... +

ADVERTISEMENT



We measure social conversations & media coverage
in 67 languages across 190 countries.

INTELLIGENCE FOR A CONNECTED WORLD



🇮🇹 Opel Italia promotes Stefano Virgilio

Former press relations manager at Opel Italia, Stefano Virgilio, has been promoted to communication manager where he will be responsible for contributing to the growth and integration of Opel within parent company, Groupe ... +



Three.co.uk

🇬🇧 Katrina Ward-Smith leaves Telefónica for Three UK

Three UK has announced the appointment of Katrina Ward-Smith as director of brand and marketing communications. She adopted the position in the interim earlier in 2018 before taking on the role full time this week. She was tasked ... +



+ Maira Kettunen leaves Fennovoima

Former communications director at Fennovoima, Maira Kettunen, has joined the Association of Finnish Local and Regional Authorities (Kuntaliitto) in the same role. Kettunen began her career at the Ministry for Foreign Affairs in ... +



🇸🇪 New Communications Director at Civil Rights Defenders

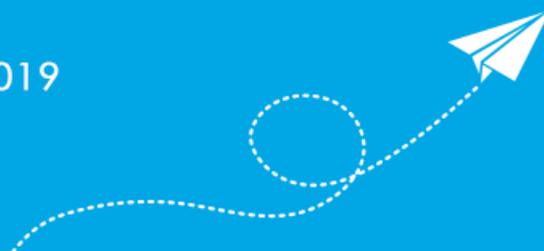
Maria Granefelt has joined Civil Rights Defenders as communications director. Granefelt has years of communications experience in business and civil society. For the last ten years, she has worked with human rights and ... +

ADVERTISEMENT

INTERNAL COMMS RETREAT

TWO-DAY CONFERENCE FOR SENIOR IC EXECUTIVES

28-29 MARCH 2019
LONDON





JOBS

Scholz & Friends



SENIOR PR CONSULTANT (M/W/DIVERS)

Location: Brussels

Qorvo



IoT Marketing Communications Specialist

Location: Zele

MUSTANG GmbH



Teamleiter PR/Marketing (m/w/d)

Location: Künzelsau

ADVERTISEMENT

Uncover stakeholder perceptions with CARMA's Reputation Index

Tap into actionable insights about your brand and spokespeople with integrated media intelligence and consumer insights.

carma.com

CARMA



ARTICLE



Creating a culture of purpose

The price of consumer and stakeholder support in an age of radical uncertainty - marked by low trust and high uncertainty - is purpose with proof, transparency and a seat at the table.

[read more](#)

ADVERTISEMENT

Manage your global reputation and engage with your customers, efficiently and data driven.

Discover real-time alerts, stakeholder analysis and indepth media insights!

REQUEST YOUR FREE DEMO



EVENTS



28.01.2019, Madrid

Communications as an attracting factor for tourism and foreign investment

This EACD event will feature José María Palomares, Director of Communications, Universidad Europea, and president of the ... +



30.01.2019, Berlin

Political Campaign Festival

The world is changing. Polarisation, global affairs and technology pose new dynamics and challenges to communicators and campaigners. What is more, ... +

ADVERTISEMENT

18% of your organisation's value is in your brand
Is your brand future-proof?

In the book, **Future-Proof Your Brand**, and our **free expert guide** we share several insights and tips on how to implement, manage and optimise your brand performance; now and in the future.

ORDER THE BOOK/DOWNLOAD THE GUIDE



FACTS & FIGURES

brought to you by





The ethics of branded content

Sixty-four per cent of public relations professionals predict that in five years, the average consumer will not be able to distinguish between news stories written by journalists (earned media) and promotional content purchased by an organisation (paid media). That's according to the 2018 Global Communications Report, which also found that 59 per cent believe the average person will not care [read more](#)

COMMUNICATION DIRECTOR

MAGAZINE FOR CORPORATE COMMUNICATIONS AND PUBLIC RELATIONS

Publisher:

Rudolf Hetzel

Editors:

Dafydd Phillips
info@communication-director.com

Advertising:

Helge Schlüter
Tel +49 (0)30 84 85 9 124
Fax +49 (0)30 84 85 92 00
Helge.schlueter@communication-director.com

Personnel:

Mike West
mike.west@quadriga-media.com

Jobs:

Gregor Ringsdorf
gregor.ringsdorf@communication-director.com

www.communication-director.com

