

COMMUNICATION DIRECTORY

NEWSLETTER FOR CORPORATE COMMUNICATIONS AND PUBLIC RELATIONS

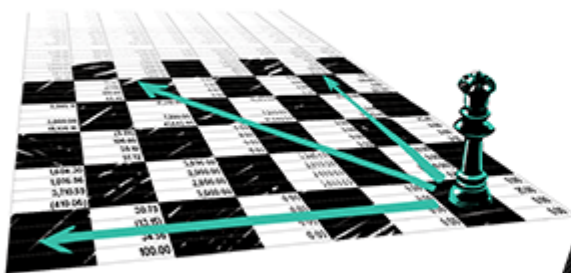
PERSONNEL

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FIGURES



DOING MORE WITH LESS

How even communicators on a tight budget can be more strategic in their work

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Dear reader,,

With the beginning of a new year, it's the ideal time to re-evaluate the strategic contribution of your communications work. But what if you're simply too busy to be strategic – too many messages to send out, too many fires to put out, and not enough time, budget or resources? Our first article of the year – taken from the most recent issue of Communication Director magazine – presents some practical advice on how to be more strategic in the 'less is more' era.


Alongside the article, you'll find our regular line-up of personnel news, events and job offerings – so whether you want to strengthen your work or your career, we wish you all the best for 2018.




PERSONNEL CHANGES



New public relations director at NCL

Norwegian Cruise Line (NCL) has announced the appointment of Karen Sequeira as marketing & PR director, UK & Ireland, the Middle East and Africa. The UK, Ireland & MEA markets have experienced rapid growth during ... 

Swissport appoints Christoph Meier

Swissport has appointed Christoph Meier vice president head of group communications. Meier is an experienced corporate communications professional with a proven track record in leading global teams and internal and external partners. ... 



Ola designates chief communications officer

Ola, India's most prominent versatility stage, has reported the appointment of Viraj Chouhan as its Chief Communications Officer (CCO). Viraj, a corporate interchanges veteran, brings more than 20 years of experience ... [+](#)



Bethscheider-Kieser succeeds Strang at Å koda

Ulrich Bethscheider-Kieser will join the corporate communications team of Škoda Auto Deutschland in Weiterstadt from February 2018. Bethscheider-Kieser will report to Christof Birringer, head of corporate ... [+](#)

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Former government comms chief joins Met Police

James Helm, who is currently a partner at Portland, has been announced by the Metropolitan Police Service as its new communications chief and he will take up his role early next year. Helm was director of comms at the ... [+](#)




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 ... 




Cisco hires former Adobe marketer

Cisco has appointed Mark Phibbs as its VP of marketing and communications for Asia Pacific and Japan. He will be responsible for the Cisco marketing team across 18 countries in APJ as the company expands from its core as a networking ... 



New PR boss for Porsche Cars Australia

PORSCHE Cars Australia (PCA) has appointed former Nissan Australia corporate communications executive Chris Jordan as its new head of public relations. As GoAuto has reported, former PCA director of public relations and motorsport ... 



JOBS



Google Cloud

Head of Internal Communications, Distribution and Go-to-Market

Location: Sunnyvale



NOKIA

Head of Innovation Communications

Location: Murray Hill

F. Hoffmann-La Roche AG

Head of Communications APAC



Location: Singapore



Plan international

Head of Internal Communications and Engagement

Location: United Kingdom



Orgalime

DIRECTOR OF COMMUNICATIONS

Location: Brussels



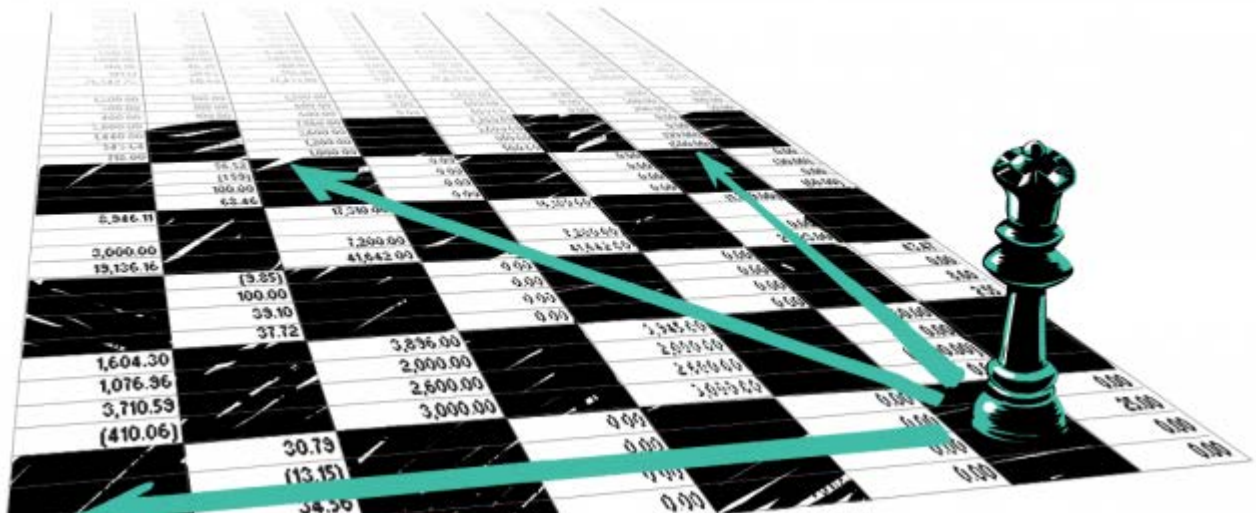
DNV GL

Regional Communications Manager CEMED

Location: Hamburg



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



24.01.2018, Milan

Personal branding and social CEOs for business

Today's audiences trust people more than corporations and organisations. It is the reason why a strategic approach to Business Personal ... [+](#)



30.01.2018, Brussels

Employer branding in the Brussels bubble

The European project might have experienced ups and downs in the past years but interest in careers in European policy ... [+](#)




28.02.2018

The EACD Dublin Debate

GDPR - The death knell for unsolicited media outreach? Many communication directors do not fully comprehend the extent to which they ... [+](#)



FACTS & FIGURES

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Are you GDPR ready?

Only 15% of organisations expect to be fully GDPR-compliant by May 2018, with the majority instead targeting a risk-based, defensible position. This finding is from a recent survey by multinational professional services network Deloitte, which shows that, in the run-up to this year's GDPR taking effect, organisations are preparing themselves in a broad variety of ways, motivated by the combi [read more](#)

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Publisher:

Rudolf Hetzel, Quadriga Media Berlin

Editorial:

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



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