



ROLE: PR & Communications Manager

LOCATION: London, UK (some international travel may be required)

TYPE: Full-time, permanent

EXPERIENCE: Mid-level

REPORTS TO: Director: Brand, Marketing & Communications

BIMA OVERVIEW

We use disruptive mobile technology to bring insurance and health services to consumers at the bottom of the pyramid, on a scale never seen before. In just five years, BIMA has established itself as one of the fastest-growing and most innovative companies in emerging markets. We already have thriving operations in 16 markets across Africa, Asia, Latin America and the Caribbean, with 24 million subscribers registered to date. We continue to show a strong growth trajectory, adding over 500,000 new customers per month.

The company is led by a dynamic group of young entrepreneurs seeking to disrupt the industries in which we work and democratize access to vital services for billions of underserved families.

BIMA has been featured in CNBC, The Economist, Wired, Financial Times, The Guardian and has won several awards including the MasterCard Foundation Global Prize, the Mondato Asia Social Impact Awards, Africa Business Awards and the FT Transformational Business Award. Please visit www.bimamobile.com to learn more about BIMA and our success to date.

THE ROLE

This highly visible role is a key part of our rapidly growing company. It is accountable for managing our global communications strategy. Overall, this person must be attuned to value the details as well as be able to understand the big picture and prioritize accordingly. The ability to manage ambiguity and think analytically and quickly in a fast-paced environment is essential. The role requires an entrepreneurial and creative person with strong personal management skills.

Duties & Responsibilities:

- Setting our communications strategy, messaging, story, tone of voice and approach based on a thorough understanding of BIMA's business.
- Creating the messaging and accompanying media to determine how BIMA should be perceived by partners, media / journalists, end-customers and employees from a public relations and communications perspective.

Sweden | UK | Ghana | Tanzania | Senegal | Mauritius | Bangladesh | Sri Lanka | Indonesia | Papua New Guinea | Philippines | Cambodia | Paraguay | Honduras

Bima

www.bimamobile.com

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103 13 Stockholm
Sweden

Westbourne Studios
242 Acklam Road
London W10 5JJ
United Kingdom

- Devise and manage the communications and messaging strategy for BIMA's financial releases including fundraisings, investment events, publication of annual results, and industry analyst programs.
- Working alongside marketing function to input into overall in-market marketing plan with in-market/regional PR initiatives (e.g. claims stories etc.).
- Manage strategic projects related to communications across global functions e.g. Code of Conduct, Values, other HR related, Legal, GRC (governance, risk & compliance) projects.
- Guiding strategy for Global PR and assisting with delivery through local resources.
- Global website content & basic SEO. Coordinate delivery of build, maintenance and support through appropriate IT resources.
- Global Corporate Social Media – Twitter, Linked-in, Facebook.
- Aggregate knowledge transfer at the global level from customer survey / customer insights to feed into communications strategy and global initiatives.
- Communications, content management and presenting at global conferences and around global awards.
- Global videos.
- Newsletter and, where needed, support with internal communications.
- Tracking progress based on metrics, to be agreed with line manager on a rolling annual basis. Inputting into metrics on a local basis in conjunction with local line management where appropriate.
- Manage 3rd party delivery partners to agreed standards and budgets, including PR agency, web manager and designer.
- Crisis management.

Experience & Qualities:

- A match to our culture - high energy and flexibility, great personal communication skills (both written and verbal) and huge amounts of drive.
- Fluency in English is required, comfort in French and / or Spanish is a plus.
- A history of quickly gaining credibility with key stake holders in a global business.
- A strong 'solutions focus' and be comfortable working in an environment where there is a high personal accountability for deliverables.
- Relevant degree or equivalent qualification.
- Significant PQE in corporate communications with experience in Africa, Latin America or emerging Asia-Pac.
- Experience in and/or have knowledge of telecoms or financial services communications.
- Demonstrated ability to motivate, support and comprehend different stakeholders and cultures in emerging markets.
- Excellent conceptual writing skills, specifically possess the ability to tell a complex story simply and engagingly.
- Flexible approach to working hours given the disparate time zones of our internal and external stakeholders.

Please send a CV and a cover letter to careers@milvik.se Note that applications without a cover letter will not be considered.