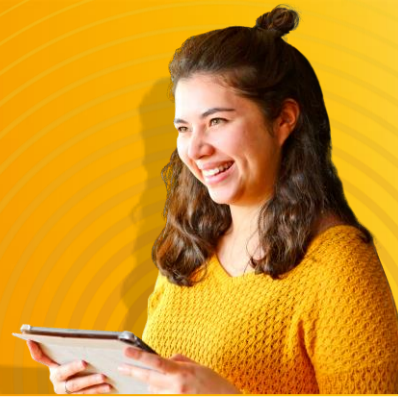


Be brilliant



Junior External Affairs (m/f/d)

The **Junior External Affairs** will be part of the External Affairs Team in Germany and support Corporate Affairs (Business Communication & Sustainability/BC&S) and Government Affairs, by which she/he will gain full insights in the departments various tasks and topics.

ACCOUNTABILITIES

Execution of External Communications activities:

- Content Management of corporate platforms such as www.bat.de or the BAT Germany Twitter account incl. preparation of corporate content
- Support execution of Corporate Brand Campaigns and of development and publication of press materials
- Manage journalist/media database
- Coordinate Pressespiegel/Media monitoring

Facilitate Internal Communications:

- Support planning and execution of internal engagement tools incl. company events such as company conferences, after work gatherings, Christmas parties
- Content Management (CEN) Germany section / content on the Hub incl. Content Management of CEN Download Centre
- Coordinate Business Briefings (invitation management and documentation)

Support ESG & CI Communications and Initiatives:

- Manage portable ashtray distribution and support local activities and initiatives
- Responsibility for annual Sustainability survey
- Support execution of CSI activities

Support Government Affairs:

- Support organization of BAT presence at political events
- Support preparation of stakeholder meetings
- Manage actualization of Lobby register listings

General:

- Contract and budget handling
- Support and coordinate reports

ESSENTIALS

Experience Required:

- First experience or strong interest in the field of communication, media relations, corporate communications within the industry or within a comparable industry, or ability to rapidly acquire it
- First experience or strong interest in (corporate) brand building, brand management, or ability to rapidly acquire it
- A positive approach towards regulation, politics, ESG and Corporate Comms and its impact on BAT
- Understanding of the company's organization and business, the tobacco and nicotine industry and public issues affecting it, or ability to rapidly acquire it

Technical / Functional / Leadership Skills Required:

- Very good written and verbal communication skills in German and English
- MS Office skills
- Experience in project management/planning skills
- Up to date knowledge of comms tools, especially digital / Social Media
- Ability to act on own initiative and guide ("can-do-mindset")
- Good interpersonal and team skills: Active Networking and influencing skills across all hierarchies
- Able to manage external suppliers - briefing, agreeing, and monitoring budgets and challenging schedules, and managing performance to high standards
- Independent, self-reliant work with pro-active thinking and acting (ownership), confident appearance, resilience and assertiveness

Education / Qualifications / Certifications Required:

- Completed university studies; preferably in mass-communication, journalism, politics, business administration, economics or comparable vocational training
- Sound knowledge of Media Relations and Project Management; additionally internal communications, corporate design and / or politics would be helpful

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