

International Capital Market Association (ICMA)

Head of Press and Communications

International Capital Market Association

ICMA promotes well-functioning cross-border capital markets, which are essential to fund sustainable economic growth. It is a not-for-profit membership association with offices in Zurich, London, Paris, Brussels and Hong Kong, serving more than 615 member firms in 65 jurisdictions. Among its members are private and official sector issuers, banks, broker-dealers, asset managers, pension funds, insurance companies, market infrastructure providers, central banks and law firms. It provides industry-driven standards and recommendations, prioritising four core fixed income market areas: primary, secondary, repo and collateral and sustainable finance. ICMA works with regulatory and governmental authorities, helping to ensure that financial regulation supports stable and efficient capital markets.

www.icmagroup.org

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Overview

The Head of Press and Communications works within the ICMA Communications team, which manages all ICMA's communications with its international membership and other fixed income market stakeholders, including regulators and press. Reporting to the Managing Director/Head of Communications & Membership, the role will take responsibility for developing and implementing ICMA's overall international communications strategy including: global media relations; developing, editing and overseeing distribution of content across ICMA's various platforms and its international event programme, and also working closely with Heads of Education and Membership to support sales of ICMA's education offering and membership. The role will involve two direct line management reports in the London office and regular interactions with market practice and policy experts in all ICMA offices, ICMA members, regulators and press.

Communication and media outreach

Developing and implementing the ICMA communications plan and enhancing ICMA's profile in global media. Including maintaining a strong network of relationships with journalists, working with the ICMA market practice and regulatory policy team to identify stories and messaging for the media, fielding journalist calls, preparing press releases and press briefings. Drafting articles for mainstream papers, trade press, the ICMA website and Quarterly Report and other newsletters. Securing coverage for ICMA across top tier media, print and broadcast. Identifying and securing speaking opportunities for senior ICMA staff at industry events.

Working closely with ICMA market practice and regulatory policy teams in UK, Europe and Asia and with ICMA member committees to acquire an in depth understanding of ICMA's workstreams and priorities relating to primary and secondary bond markets, repo and collateral and sustainability. Developing and distributing policy and market focused content through all ICMA's channels. Including editing and production of reports, working with authors and external designers.

Managing all the company's social media accounts including those for Future Leaders, ICMA Women's Network, developing and posting content in written and visual/video formats and live tweeting from ICMA events. Monitoring regulator and member accounts for appropriate content to react to and to share and analysing performance of ICMA accounts.

Working directly with the Education and Membership to support sales of Education programmes and sales and retention of ICMA corporate memberships.

Events

Overseeing the ICMA events team in identifying and scheduling event opportunities, developing the international events programme (currently virtual and in-person), identifying suitable speakers, producing copy to promote events, developing branding and sponsorship outreach.

Management responsibilities

Responsibility for the day to day management of a five-person team in London who work on ICMA's events, media channels, website and marketing, with two direct reports. Establishing the annual communications strategy and budgets together with the MD Communications and Membership. The Head of Press and Communications reports into the MD Communications and Membership, who sits on ICMA's ExCom.

Specification

- Education to at least degree level
- Excellent communication skills in written and spoken English
- 10+ years of experience in communications, public relations or marketing in a capital markets environment and a good understanding of how fixed income markets operate.
- Experience of managing and motivating teams
- Good understating of social media and its operation
- Ideally fluent in at least one other European language beside English.