

# AMBITIOUS? BRIGHT? RIGHT.

GAM is one of the world's leading independent, pure-play asset managers. It provides active investment solutions and products for institutions, financial intermediaries and private investors, under two brands, GAM and Julius Baer Funds. Its core investment business is complemented by private labelling services, which include fund administration and other support services to third-party institutions.

For our Communications Department in Zurich we are looking to hire a

## Communications Manager (m/f)

### Role purpose

As a Communications Manager you will be responsible for the development of activities with the objective of promoting the specialist investment businesses of GAM in the media, and designed to enhance and protect the corporate brand. The role requires the ability to develop a strong understanding of GAM's corporate strategy, its funds and investment strategies. As a skilled writer and editor, you will be able to spot newsworthy stories, produce compelling articles, op-eds, speeches and press releases suited for their respective audiences and secure appropriate media coverage in key financial and trade publications. As a spokesperson for the company, you will be handling GAM's day-to-day communication activities in continental Europe in collaboration with other team members and deputising for the Communications Managers covering other regions. As a member of the communications team, you will further contribute to timely Group-wide employee communications about GAM's business.

### Responsibilities

- Developing and executing communication plans to support GAM in continental Europe. This includes the identification of appropriate media platforms in line with business strategies and priorities, the development of the supporting positioning, messaging and press materials.
- Writing and editing texts including articles, op-eds and speeches to highlight GAM's investment expertise and proactively build and protect GAM's brand and reputation. Pitching for placements with publications
- Writing press releases, reactive statements, Q&A's and employee communication in conjunction with key business stakeholders
- Translating and proofreading texts where needed in English/German/French
- Managing day-to-day requests for comment from media in continental Europe, briefing GAM executives and investment managers, arranging press and broadcast interviews
- Proactively identifying and managing sensitive or controversial issues
- Developing and maintaining network across the financial and trade press
- Handling the distribution of press releases, including the maintenance and regular update of the respective distribution lists as needed, publishing news stories on the intranet
- Supporting GAM Holding AG's financial communication activities
- Sharing responsibility for supplying the GAM Twitter and LinkedIn feed with content
- Deputising for the Communications Managers on activities regarding the UK, Asia and the US

## Requirements

- Educated to degree level
- About 5 years of experience in corporate communications and PR in the financial services industry, preferably in asset management or 7 years' experience in financial journalism
- Interest and ability to grasp complex investment products; ability to translate complexity into compelling and approachable communication pieces, based on a natural interest in financial markets, economics and business
- Native German speaker with strong writing and editing skills. Excellent professional knowledge of English and French (including writing and editing)
- Computer literate (Microsoft, Word and PowerPoint) and experience in social media
- A highly committed team-player, with a "hands-on" and "can-do" attitude
- Able to multi-task, while maintaining attention to detail
- Self-starter with the ability to work autonomously and excellent organisational skills
- Strong interpersonal skills, with the drive and approach required to build and foster collaborative professional relationships internally and externally

GAM offers attractive employment conditions, including a market oriented and performance-based salary and flexible working hours.

GAM Holding AG  
Human Resources  
Hardstrasse 201 / P.O. Box  
8037 Zurich  
T +41 (0)58 426 30 30  
[zurich-hr@gam.com](mailto:zurich-hr@gam.com) / [www.gam.com](http://www.gam.com)