



Assistant Vice President, Internal Communications

Overview of the Position

Located in Hartford, CT, the Assistant Vice President of Internal Communications will report directly to the Vice President of Communications and will develop and execute integrated internal communications plans for key initiatives related to The Hartford's Commercial Markets and Consumer Markets businesses. This individual, along with his/her team, will provide strategic and tactical leadership related to promoting these businesses, products and brand through a proactive internal communications strategy. This individual will work in close concert with senior level executives as well as corporate internal and external communications in setting internal communications strategies and ensuring consistency of messaging. Optimally, this position will help drive an integrated, cross-functional approach to communications for the Commercial Markets and Consumer Markets businesses. This will entail a process that fuses industry knowledge, competitive awareness, creative thinking, company brand and insights, continually shifting business line economics and product capabilities in the highly competitive markets in which we compete.

Responsibilities:

- Develop strategic, integrated, internal communications plans, including high-level cross-functional, cross-company initiatives, taking into account the communications needs of all internal audiences.
- Coordinate communications programs with corporate marketing to present a consistent brand and messaging strategy.
- Serve as the primary point of contact for everyday internal communications activities related to the businesses, ranging from organizational and staffing changes, product offerings, future growth plans, competitive positioning, claims management, response to natural catastrophes, public policy issues, legislative issues, and legal issues.
- Provide leadership in the development of internal communications strategies and messaging related to the businesses. This includes assisting on daily and long-term communications activities, developing messaging and communications strategies, and managing production and operations-wide distribution of crisis communications.
- Partner with and support teammates regarding external communications for media inquiries to devise a strategy for handling inquiries, researching issues, creating talking points and successfully delivering internal messaging regarding the company's position.
- Cultivate a proactive and multifaceted communications strategy regarding key business initiatives for the businesses. Oversee internal communications programs in support of business line strategic objectives ranging from thought leadership to crisis issues.
- Manage teams of individuals including direct reports, as well as those assigned to cross-functional project teams, and engage the team in reaching specific objectives.
- Serve as a representative on cross-functional company-wide initiatives regarding communications for the businesses.
- A key success measure for this role is the ability to work as a member of a team, highly integrated with other team members, and able to support each other whether the challenge is an internal or external program, or unique to the role's primary area of support or across the company.

Candidate Profile

- Bachelor's degree (Communications, Journalism, or English preferred) required.

- A minimum of 10 years of related work experience in the fields of internal corporate communications required. A mix of internal communications, media relations, journalism or public relations preferred. Corporate communications experience in a large insurance or financial services company preferred. A mix of firm/agency and corporate experience desirable.
- Demonstrated ability to develop and execute proactive internal communications programs.
- Experience leading change and crisis communications required. Experience leading M&A communications desirable.
- Strong business acumen and a true interest in and curiosity about the workings of business.
- Previous experience managing a team with an understanding of how to develop team members and leverage the strengths of individual team members.
- Demonstrated ability to successfully develop and implement integrated communications strategies that advance the business objectives of the organization.
- A grasp of complex issues that can potentially face a Fortune 100 company, including experience working with financial matters, legal issues and regulatory issues, as well as human resources matters.
- Innate ability to work well with others and foster a team environment. A team player with excellent planning and organizational skills; must have high energy level, with the ability to juggle multiple tasks and changing priorities.
- A confident, strategic thinker who can provide strategic communications and counsel to executive management.
- Excellent written and verbal communications skills with a strong attention to detail.

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