

Dstny – Head of Brand & Communications

Hi, I'm , your Recruiter and we are excited to learn more about you and your unique background.

We're looking for a **Head of Brand & Communications** to shape how Dstny is represented and perceived in the market.

You'll own our external brand voice, positioning and communications, ensuring a clear and consistent narrative across PR, media, analyst relations and external communications. You'll work closely with senior leaders, internal stakeholders, agencies, journalists and analysts to strengthen Dstny's visibility, reputation and positioning in the market.

What you'll be doing

- Own Dstny's **brand narrative and storytelling**, ensuring a clear and compelling external voice.
- Define and maintain **brand identity, messaging and visual standards**, ensuring consistency across internal and external communications.
- Lead **analyst relations**, building and maintaining relationships with industry analysts such as Gartner and Forrester, and coordinating briefings, reports and evaluations.
- Own **media relations**, developing strong relationships with relevant journalists and publications and acting as a key point of contact for media enquiries.
- Write and manage **press releases and major external announcements**, coordinating internal approvals, distribution and follow-up.
- Monitor Dstny's presence in the market, including **press coverage, social mentions and competitor announcements**, highlighting relevant developments to leadership.
- Ensure external communications consistently reflect Dstny's agreed **brand positioning and messaging**.
- Develop and maintain **crisis communications** plans, including messaging and clear approval processes.
- Build **executive visibility** by identifying opportunities for interviews, commentary, thought leadership and other external engagements.
- Manage relevant **industry awards and recognition opportunities**, coordinating submissions and supporting information.
- Support internal communications around significant external announcements to ensure clear and consistent messaging.
- Review external-facing content across the business to ensure it remains **on-brand and consistent**.
- Manage external **PR and communications agencies**, setting priorities and overseeing quality and delivery.
- Identify and coordinate relevant **speaking and conference opportunities** for Dstny spokespeople.

- Track and report on **PR and communications impact**, including coverage, tone and reach.

What we're looking for

- 7+ years of experience in Brand, PR, Corporate Communications, or a related field, ideally within an international or fast-paced B2B environment.
- **Strong TelCo industry background is essential.**
- Strong expertise across branding, PR, corporate communications, and external messaging.
- **Proven hands-on experience in PR and Media Relations**, including building and maintaining relationships with journalists and relevant media.
- **Demonstrated experience in Analyst Relations**, engaging with industry analysts and supporting the company's external positioning.
- Experience in reputation management and handling sensitive communications.
- Strong ability to translate business priorities and complex topics into clear and compelling external narratives.
- Excellent written and verbal communication skills.
- Strong stakeholder management skills, with the ability to work effectively with senior leaders, journalists, analysts, and external agencies.
- Strong judgement when managing sensitive communications and reputational matters.
- Ability to operate independently within agreed brand and governance frameworks. **This is an individual contributor role with no direct team management responsibilities.**
- Strong planning and project management skills, with the ability to manage multiple priorities and respond quickly to external developments.
- High attention to detail and a strong commitment to quality and brand consistency.

Please note: We will only consider candidates who combine relevant **TelCo industry experience with PR/Media Relations and Analyst Relations experience.**

What we offer you:

- Competitive salary package
- Generous paid time off
- Health and wellbeing benefits, depending on location
- Pension or retirement support, where applicable
- Flexible or hybrid working options, depending on the role and location
- Regular team events
- A collaborative and international working environment
- Additional local benefits in line with country-specific policies

<https://dstny.com/>