

## Director, Public Affairs

Responsible for media relations support for Consumer Services with a primary focus on Consumer Card Services Group and Consumer Travel Network specifically American Express Cardmember benefits. Build awareness or increase visibility for American Express Card and rewards products and services. Promote access events, travel and experiences offered to Cardmembers. Leverage synergies between Consumer Card Services Group and Consumer Travel Network. Serve as media spokesperson and oversee executive interview and speaking opportunities.

Serve as communications lead for select businesses within Consumer Card Services Group and Consumer Travel Network (for example: charge, lending, co-brand and/or Cardmember services). Develop and implement PR strategies and campaigns for Consumer Card Services Group and Consumer Travel Network products and enhancements. Manage multiple PR agencies to maximize results. Provide strategic counsel to senior Consumer Card Services Group and Consumer Travel Network leaders on both proactive opportunities and reactive issues. Manage sensitive issues and mitigate potential negative news coverage. Liaise with various marketing teams and Global Advertising and Brand Management department to leverage PR opportunities.

### Requirements:

- Excellent written and verbal communication skills.
- Strong record of accomplishment in generating positive, proactive media coverage, preferably for a consumer product company.
- Experience developing and implementing PR programs to support marketing programs, special events and social media activities.
- Experience with social/digital media.
- Effective leader with excellent judgment.
- Strong senior leader and people management skills.
- Experience managing or working with PR agencies.
- Ability to think and act on-your-feet, and adapt to change a must.
- Ability to manage multiple priorities in a fast-paced environment.
- Proven strategic and issues management skills.
- 8-10 years of experience; PR agency experience a plus.

As someone who sets and achieves big goals, you should be with a high-achieving company and none fit the profile better than American Express! Our focus on progressive employee programs, 1st day benefits, work / life balance and team satisfaction is why we are consistently chosen as one of *Fortune's* Top 100 employers, and as local top ranking in The Great Places to Work Institute. Join a company that achieves results by treating its employees to the best of everything!

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