

# Holm Marcher & Co.

## Senior Communications Manager, KIRKBI A/S

On behalf of KIRKBI A/S we are currently on the hunt for an experienced and proactive Senior Communications Manager who would like to contribute to bringing KIRKBI to the next level in developing a highly skilled communications team.

### About KIRKBI A/S

KIRKBI is the Kirk Kristiansen family's private holding and investment company founded to promote a sustainable future for the family ownership of the LEGO brand through generations.

KIRKBI's work is focused on three fundamental tasks all contributing to enabling the Kirk Kristiansen family to succeed with the mission to inspire and develop the builders of tomorrow: KIRKBI works to protect, develop and leverage the LEGO brand across all the family entities. KIRKBI is committed to a long-term and responsible investment strategy to ensure a sound financial foundation for the family's activities. Furthermore, KIRKBI is dedicated to support the family members as they prepare for future generations to continue the active and engaged ownership as well as supporting their private activities, companies and philanthropic work.

KIRKBI's strategic activities include 75% ownership of the LEGO Group, 29.6% ownership of Merlin Entertainments plc and investments in renewable energy. The company's investment activities also include significant long-term investments in companies such as ISS, Nilfisk, Landis+Gyr and Falck as well as real estate investments in Denmark, Switzerland, Germany and the UK.

In KIRKBI communications, they deliver high quality communications support to the KIRKBI Group, the Kirk Kristiansen family, LEGO Brand Group, Ole Kirk's Fond and many more. They work closely together with the different LEGO entities such as the LEGO Group and the LEGO Foundation.

The continued development of the communication area plays an important role for KIRKBI. They aim to meet the broad need for communications support within the KIRKBI Group and associated business areas.

You will join a small communication team, where all members contribute to the ongoing development of their work, in an organisation with highly skilled, specialised colleagues, a broad business portfolio as well as a strong legacy with a well-established set of values such as quality, caring and learning, which guides their work.

### The position

As the new Senior Communications Manager, you will support the Head of Communication in day to day tasks and develop new, long-term business partner relationships with our many stakeholders. You will develop and execute on media strategies and internal communication across a broad portfolio of businesses and tasks. One thing is certain – not two days will be alike.

Specifically, you will:

- Plan and execute on external and internal communication in connection with KIRKBI Investments.
- Own and develop KIRKBI key messages and positioning towards all stakeholders reactive as well as proactive, which truly reflect who we are, the values we live and the results we make.
- Develop and implement a new version of KIRKBI.com and ensure coherent content across SoMe platforms, websites and Yammer groups etc.
- Advisor on media relations to a broad portfolio of businesses within the KIRKBI Group.
- Work with a team of professionals on developing engaging communication about the new world class children's hospital in Copenhagen, BørneRiget, in which Ole Kirk's Fond is a partner.
- Communication advisory to managers across all business areas in the KIRKBI Group.

## **Holm Marcher & Co.**

KIRKBI is headquartered in Billund and in addition we have offices in Copenhagen and Baar, Switzerland. Your base could be either Billund or Copenhagen. If you work out of the Copenhagen office, you should expect to work 1-2 days a week in Billund.

### **Your profile**

Ideally, you hold a master's degree in communication and have at least 5 years of experience working with communication from a global company. To succeed in the role, you must have proven experience with media management and financial communication. You speak and write English and Danish fluently.

Your personality and stakeholder management approach are key in this position as you will work across many different business areas and entities in a both global and local context at both a strategic, tactical and operational level. Traits such as professionalism, innovative thinking, empathy and integrity are thus essential, as well as an outgoing personality. Furthermore, you are able to handle complexity as well as getting things done – in other words, you enjoy executing just as much as planning.

To succeed in this position, you are eager to learn and able to read people, situations, and the business at hand. You also enjoy collaborating across a broad stakeholder landscape and working with a diverse field of tasks and subject areas. With your structured approach, you are able to take on several tasks and projects simultaneously and apply the same high-quality standards to both large and minor assignments.

And finally, you are ambitious and can see yourself take part in shaping KIRKBI's exciting future journey.

### **Interested?**

If you want to know more about the job you can contact Lars Holm Marcher on email [lhm@holmmarcher.dk](mailto:lhm@holmmarcher.dk).