

Communication Manager

Description

To design and oversee a seamless, multi-directional communication framework that ensures effective information flow between leadership and staff, and between the brand and the public.

Responsibilities

Reporting to the **Head of Communication and Corporate Events**, the **Communication Manager** will be required to carry out the following duties.

Hiring organization

CastelMW

Employment Type

Full-time

Date posted

April 22, 2026

1. Internal Communication & Engagement (Primary Focus)

- Design and execute a comprehensive annual Internal Communications Strategy aimed at increasing employee net promoter scores and engagement.
- Establish a robust newsroom approach to gather stories from all departments and plants, ensuring every corner of the organization feels seen and heard.
- Modernize internal touchpoints, ensuring effective use of analog and digital notice boards, and coordinating with the Digital Community Manager to effectively use mobile-first communication tools.
- Implement Listen-and-Respond mechanisms to ensure communication is a two-way street, allowing staff feedback to reach management effectively.
- Collaborate closely with Human Resources to manage change management communications, employee value proposition (EVP), and internal brand-building.

1. Strategic External Communications

- Lead the development of high-impact press releases, corporate presentations, and official statements that resonate with the Malawian market.
- Support the Digital Community Manager to achieve effective community management and growth of Castel Malawi's digital footprint, while ensuring content is engaging and brand compliant.
- Support the development of a rapid-response communication protocol to protect corporate reputation during sensitive issues.
- Oversee the communication aspects of the Consumer Complaints process to ensure a professional, empathetic, and timely brand voice.

1. CSR & Stakeholder Support (Support Function)

- Assist in the drafting of PR/CSR policies and provide the communication muscle for approved CSR initiatives.
- Support the Corporate Affairs Director by preparing briefing notes, stakeholder newsletters, and event collateral.
- Act as the communication bridge with Castel Groupe and partners to ensure local activities reflect international standards.

1. Budgetary Integrity

- Execute all internal and external communication programs with strict

adherence to the approved annual budget, ensuring zero unauthorized variances.

- Continuously evaluate and audit communication spend to identify cost-saving opportunities and improve the cost-per-reach across digital and traditional channels.
- Deliver monthly financial performance reports that track actual spend against projected targets, providing strategic insights to the Head of Communications and Corporate Events.

Qualifications

Education & Experience

The ideal candidates should have at least the following qualifications and experience:

- University Degree in Public Relations, Journalism, Mass Communications, Marketing.
- Progressive experience in communications management in a diverse environment.
- High computer literacy and knowledge of publishing packages

Key Competencies

- Ability to turn complex business data into compelling narratives for diverse audiences.
- Skilled in planning methodology and capable of seeing the big picture while managing tactical execution.
- High emotional intelligence with the ability to navigate different organizational levels and cultural nuances.
- Strong eye for design and the ability to supervise creative agencies effectively.

- Proactive self-starter who can pivot quickly in a fast-paced commercial environment.

Job Benefits

Mode of Application

Those interested and are meeting the above requirements should send their application letters, copies of certificates, including a detailed CV with at least three traceable referees, to:

malawirecruitment@castel-afrique.com OR,

The Human Resources Director,

Castel Malawi Limited,

PO Box 406,

BLANTYRE

The closing date for receiving applications is **Thursday 30th April 2026**, at 5 pm.

Only shortlisted candidates will be acknowledged.

Castel Malawi Limited is an equal-opportunity employer; as such, females

are encouraged to apply.