

# DIRECTOR OF ANALYST RELATIONS

## CORPORATE COMMUNICATIONS

## INTERNATIONAL BUSINESS

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ROLE TITLE	DIRECTOR, ANALYST RELATIONS, INTERNATIONAL BUSINESS
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<b>Job Purpose</b>	Owns the overall vision and strategy for Fujitsu analyst relations, in line with executive priorities, company direction, and corporate communications plan; develops, proposes, and helps execute analyst relations strategic plan to position Fujitsu as a global ICT player through building strong relationships with key analysts, educating analysts on Fujitsu solutions and differentiation, and enhancing Fujitsu brand preference and inclusion in analyst recommendations to end users; manages remote direct and indirect reports; sets and helps maintain expectations of key internal and external stakeholders, including headquarters representatives in Japan.
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| <b>Key Responsibilities</b> | <ul style="list-style-type: none"><li>• Develops, secures buy-in to, executes, and assigns tasks that enable a successful Analyst Relations program</li><li>• Sets strategic direction, conducts planning sessions, and advises on positioning, tactics, budgetary requirements, and focus of spend for AR activities</li><li>• Establishes measurement goals for the overall performance of the team and shows results</li><li>• Demonstrates excellent judgement for company's best interest, strong situational analysis, and ability to negotiate</li><li>• Articulates company messages with external audiences to secure support both verbally and in writing</li><li>• Ensures "One Fujitsu" in interactions with analysts, by identifying and collaborating with key internal resources across multiple geographies and functions to develop and deliver a global message</li><li>• Consults on analyst representation in Fujitsu events, press releases, etc. and facilitates the contracting process between Analyst Firm and Fujitsu procurement/billing</li><li>• Creates, implements and manages AR programs at events (industry-led, analyst-led, and Fujitsu-led) around the globe</li><li>• Secures and manages budget to provide for appropriate annual AR team access to Analysts (Gartner AR seat, Forrester AR Council, AR Insights/ARchitect, etc.)</li><li>• Manages/collaborates with external agency AR resources as part of the extended Fujitsu AR team</li><li>• Builds and manages an international AR community</li><li>• Contributes to the global AR network (IB and Japan)</li><li>• Manages a virtual team and undertakes all activities related to that (sets goals, performs appraisals, approves expenses approvals, etc.)</li></ul> |
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| <b>Key Performance Indicators</b> | <ul style="list-style-type: none"><li>• Develops Analyst Relations Program plan in line with business priorities and corporate communications plan.</li><li>• Ability to execute Analyst Relations activities that meet the needs of stakeholders and achieve desired results.</li><li>• Manages multiple, complex projects within strategy and budget parameters.</li><li>• Builds strong relationships with leaders and team members at all levels to hold valuable interactions with analysts that deliver clear benefit to Fujitsu</li><li>• Demonstrates ability to work within existing organizational dynamics to achieve value for Fujitsu.</li><li>• Employs industry best practices and integrates them into analyst relations programs and activities.</li></ul> |
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**Required Education and Experience**

- 10+ years of Analyst Relations (preferred) or other communications function experience in the technology industry. Information Technology solutions/services industry knowledge is a plus.
- Proven ability to work under tight deadlines with limited resources.
- Ability to multi-task, quickly prioritize projects, and communicate priorities and status to stakeholders.
- Good relationships with analysts.
- Must have demonstrated the ability to manage resources, develop and manage a budget, and implement success/value measurement techniques.
- Demonstrated ability to establish and develop positive working relationships with senior leaders, executives, and external partners.
- Bachelor's degree in a communications or marketing discipline or equivalent work experience. Master's degree is a plus.

**Required Skills**

- Behavioral Competencies
  - Agility and flexibility to deal with constant change
  - Remain calm under pressure
  - Consummate team worker
  - Awareness of international time zones
  - Appreciation for cultural differences across different regions (especially Japan)
  - Strong interpersonal skills
- High level of energy, enthusiastic team player, and dedication to excellence.
- No ego - we are a small, dynamic team and everyone pitches in to get the job done.
- A positive, flexible attitude and a sense of humor are essential.
- Willingness and ability to travel 25-50% of the time to N. America, Europe, Japan, and other locations as needed
- Professional Competencies
  - Excellent communication skills
  - Flawless English-language skills (both spoken and written)
  - Proven strategic and analytical skills
  - Industry knowledge of and interest in ICT Services & Solutions topics

**Internal Role Level**

Director

**Location**

North America (preferred) or UK – city flexible

To apply, please send a copy of your CV and a covering note to [Inga.Schener@ts.fujitsu.com](mailto:Inga.Schener@ts.fujitsu.com) (Fujitsu Marketing HR Business Partner) and [Laura.Bonamici@ts.fujitsu.com](mailto:Laura.Bonamici@ts.fujitsu.com) (Hiring Manager - VP of Corporate Communications, International Business, Fujitsu) by 31 March 2014.