Justin Jones
MCA 602
Professor Fink
05/26/15

Hi Denise,

Attached you will find a memorandum I composed that covers the significant cultural and business communications differences between Sweden and the United States ahead of your upcoming International Boxing Conference in Stockholm.

I reviewed several sources and cross-referenced the facts to make sure I included the most factual and up-to-date content for your review.

I hope you find the attached memo useful. Please let me know if you need any other information/materials prior to the conference.

Best,

Justin R. Jones
Communications Manager
The American Association for the Improvement of Boxing, Inc.
jrjones@AAIB.org
o: 914-419-1491
f: 914-419-1492

**MEMO**

**Memo to**: Denise Calloway, Director of Communications

**From**: Justin Jones, Communications Manager
**Date**: May 29, 2015

**Regarding**: Sweden’s Cultural & Business Communications Differences

After thorough research, I have identified the key cultural differences, business communications, and social customs that you should know before your trip to Sweden. They are as follows:

**Workplace culture:** Swedish workplace culture is based on a combination of team-playing and individual responsibility. Strict hierarchy is largely non-existent unlike in the States. Managers often seek feedback from employees, and decisions tend to be made by a consensus or committee approach. Swedes weigh all of their options before coming to a group decision or taking a specific course of action.

**Business etiquette:** Punctuality is extremely important both in business and socially. You should **never** be late. If you must be late for any reason it is polite and expected that you call ahead and let someone know. A casual dress code is most often followed in the workplace, although for business appointments you should dress more conservatively (e.g., a suit and tie for a man, and a business suit or skirt and blouse for a woman). Trousers are also acceptable for businesswomen.

**Meeting etiquette:** Meetings should start and end on time. They usually begin and end with a handshake. Swedes often make plans and schedules so it’s normal for them to set deadlines at meetings. Greet all meeting participants with a firm handshake and direct eye contact both when they enter and leave. Men are not to stand when a woman enters or departs from a room like in the U.S. Keep small talk and humor to a minimum and avoid superficiality in conversation as Swedes consider lightly given compliments as being insincere. Lunchtime is the most common mealtime to hold a meeting or business negotiations in Sweden. Lunchtime is usually between 11:30 am and 1:30 pm.

**Business communication:** The Swedish communication style is direct and open. Swedes prefer you to get straight to the point in order to avoid wasting time. Don’t interrupt someone when they’re speaking; wait for your turn to speak. Don’t speak with your hands in your pockets as it’s seen as being rude. Private and business lives are kept separate in contrast to our country. Swedes keep their body language and hand gestures to a minimum. They value their personal space, so be sure to keep enough distance between you and the person you’re communicating with. Swedes often call people by their first names regardless of status/title. Whenever possible, try to be introduced by a third party. While the Swedes are recognized as friendly and open during meetings and discussions, they mostly talk when they have something important to add to the discussion. Displays of power, hierarchy or emotion are condoned. They do not consider titles or the level of education you have achieved as something to boast about.

By carefully reviewing these key points, you should feel comfortable and prepared for the upcoming International Boxing Conference. The majority of attendees are Swedish and most Swedes speak English well so there should be minimal to no need for an interpreter. If you have any further questions don’t hesitate to email me (jrjones@AAIB.org) or call me at (914) 419-1491.

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| MANAGER, PUBLIC RELATIONS & COMMUNICATIONS |
| **Take Your Career On A Mission!**Are you looking for a career opportunity that directly impacts the community you live in? How about an opportunity to have a rewarding career working for the premier voluntary health organization that supports people with type 1 & type 2 diabetes? Our employees like working at the American Diabetes Association because of our opportunities, inclusive environment, work-life balance, benefits and culture. When you join our dedicated team you will experience the gratification of knowing your work impacts the well-being of millions of people, both directly and indirectly, affected by diabetes.  |
| **DESCRIPTION**The American Diabetes Association is seeking an energetic and creative communications professional to join its Marketing Communications team in the role of Manager, Public Relations & Communications. This position acts as the "front line" for media requests coming into the Association and plays a critical role supporting proactive media relations and reputation management. This position also contributes to expanding and enhancing the Association’s primary awareness-building campaigns and will support our growing social media influence across a number of platforms. Primary Responsibilities: \* Responds to media requests, arranges interviews with Association spokespersons, handles proactive media relations and pitches story ideas to media. \* Provides creative thinking and idea generation to support long-time and new Association awareness initiatives such as American Diabetes Month®, American Diabetes Association Alert Day® and National Get Fit Don’t SitSM Day. \* Assists in media relations/communications activities for the Association’s Scientific Sessions. \* Manages the department's media relations computer database, media results reports and photo and video archives. \* Collects, researches and distributes diabetes-related media coverage gathered through news clips, online, etc. \* Develops media highlight briefs and assists with the development of press releases and other media materials, as appropriate. \* Develops messaging and copy for campaigns, scientific and advocacy initiatives for use across Association social media channels, and provides operational support for social media on an as-needed basis. \* Responds to and promotes the reputation of the Association via applications, national registries and organizations of non-profits and businesses, e.g., Better Business Bureau, Worth Magazine’s Top 100 Charities and Community Health Charities. \* Keeps senior Marketing Communications management apprised of media requests, timely stories and emerging media issues as necessary.  |
| **REQUIREMENTS**\* Bachelor's degree required \* 3-4 years communications or journalism experience, experience in an agency setting is a plus \* Prior experience supporting organizational social media efforts \* Strong writer and verbal communicator \* Exceptional interpersonal and organizational skills  |
| The American Diabetes Association is an Equal Opportunity Employer. Prospective employees will receive consideration without discrimination because of race, color, religion, creed, gender, national origin, age, disability, marital or veteran status, sexual orientation, or any other legally protected status. Together We Can Stop Diabetes!  |

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 <http://ada.hodesiq.com/job_detail.asp?JobID=5036548&emid=3640>

**Justin Jones**

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May 26, 2015

Mr. John Walsh

Director of Communications

American Diabetes Association

1701 North Beauregard Street

Alexandria, VA 22311

Dear Mr. Walsh:

I would like to express my interest in the Manager, Public Relations & Communications position recently advertised on the American Diabetes Association’s careers page. As a **Communications Manager** with a strong journalism background, I offer expertise in public relations, strategic communications (internal/external), and project management.

I have demonstrated the ability to lead key communications initiatives across multiple sectors, most recently healthcare, from soup to nuts. Some of my most relevant work examples include:

* Managing a complete website and mobile site redesign to offer users a more aesthetically pleasing experience, easier navigation, and more engaging content
* Securing organizational content placement in major regional media outlets in the Washington, D.C. metro area, such as WUSA 9 TV and The Washington Business Journal
* Building and implementing both internal and external newsletters to communicate timely organizational, staff, and community-based news & events

I invite you to review my attached resume which captures my achievements and responsibilities relevant to this position.

I am available for an interview at any time. Please don’t hesitate to contact me if you have any further questions. I thank you sincerely for taking the time to consider my application, and I look forward to speaking with you further about this position.

Best Wishes,

Justin Jones

Enclosure

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| **Justin R. Jones** | 29 Upper Depew Avenue ▪ Central Nyack, NY 10960Justinjones2112@gmail.com ▪ (C) 845-642-5517 |

**Communications Manager***Provide strategic and results-based communications solutions for healthcare organizations*

OBJECTIVE

Seeking a Management Level position with a fast-paced and exciting healthcare organization.

Highlights of Expertise

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| * Strategic Internal/External Communications
* Website Design & Content Management
* Social Media Strategy & Implementation
* Public Relations & Media Outreach
 | * Project Management
* Multimedia Development & Production
* Graphic Design
* Community Events & Outreach
 |

**Career Summary**

**Communications Manager & Webmaster** (10/2014 to Present) Pediatric Specialist of Virginia, Fairfax, VA

* Manage the organization’s website redesign initiative
* Restructure communication within the organization through periodic newsletters and more effective strategic and operational meetings
* Oversee the development of PSV’s organization-wide Intranet

**Communications Specialist** (3/2014 to 9/2014) SDSE, LLC (Gov’t Contractor/DOE), Washington, DC.

* Drafted and edited communications for senior leaders such as the Department of Energy Secretary, and the Chief Human Capital Officer (CHCO)
* Conducted an initial communications analysis of the office’s communications based platforms and resources and provided recommendations
* Designed and maintained the Office of the Chief Human Capital Officer’s (OCHCO) first internal e-bulletin (weekly)

**Marketing Manager** (2/2013 to 3/2014) C&F Mortgage Corporation/Apex Home Loans, Clarksville, MD

* Created and maintained the company’s first internal & external e-newsletter
* Developed and implemented the company’s social media presence – Facebook, Twitter, and LinkedIn
* Managed the annual marketing budget of more than $250,000

**Communications & Publications Manager** (11/2012 to 01/2013) Future Business Leaders of America (Contract), Reston, VA

* Designed and edited the organization’s tri-monthly magazine
* Drafted speeches, talking points, and presentations for the President and c-suite level executives
* Maintained the organization’s website and social media accounts – Facebook, Twitter, YouTube

**Communications Coordinator** (8/2012 to 11/2012) Community Synagogue of Rye, Rye, NY

**Communications Coordinator** (3/2011 to 6/2012) Pace University-School of Education, Pleasantville, NY

**Reporter & Editor** (1/2010 to 9/2012) Patch.com-Lower Hudson Valley (Freelance), White Plains, NY

**Reporter & Editor** (8/2005 to 1/2010) The Journal News, White Plains, NY

**Education**

Master of Arts (MA) – Media & Communications (Expected Graduation, 2016) ~ Pace University, Pleasantville, NY

Bachelor of Business Administration in Marketing (2007) ~ Pace University, Pleasantville, NY