

My Piece of XING

Name: Angela Rittig

Position: Manager Corporate Communications



What's the name of your Piece of XING? Corporate Communications

Who's in your team? There are the four of us altogether: Daniela's the spokesperson here at XING, so she keeps everything under control and is responsible for the team. Sabine, Anne, and I make up the rest of the team. We all have a professional background in communication and like to express ourselves - being communicative is the name of the game; after all, it's in the job title ;-). We all deal with external communication, while Anne is also responsible for our internal communication.

What do you produce and how do you measure it? We're involved in everything to do with the Company's communication strategy in all its forms. First of all, we write: We write the XING AG press releases and other written information for print and online media, and conduct financial communication. We're active in the blogosphere, and write most of the articles for the XING Corporate Blog. Secondly, we're responsible for developing and organizing PR concepts around the globe, and managing the communicative aspect of acquisitions. Finally, we're involved in keeping up with and analyzing offline and online media, from news magazines to the latest blogs, and regularly conduct media research analyses with the information we gather.

Who do you support and how do you know you're keeping them happy? Well, first and foremost we're there for journalists who have questions about the Company, or wish to do interviews. But we're also there for our coworkers at XING, who often come to us with questions about corporate wording, or just need to know the latest figures about the Company. You might wonder how we keep journalists happy: that's easy—we're fastidiously professional in our working habits, and respond to requests within a few hours, for example. If it's done right, a friendly phone call can make all the difference, and can create rapport and build trust.

What are you most proud of in your piece of XING? We're dedicated to our team, and to working together: we support each other and rely on each other. The cliché that women can't work well together doesn't apply to us at all.

What is the best thing you have done so far in 2008? Hmm—there's an enormous golden chocolate bunny on the bookcase near our desks. And so far this year, we've been very good, and haven't even bitten off one of the ears :-)

I most like to start my day in the office by ... shouting a peppy "Good morning" to the folks in the Community Department, who I pass on the way to my desk.

My desk wouldn't be complete without ... a thesaurus

My team is particularly special because ... there aren't any men, just four nice ladies ;-)