



## Job Responsibilities of a CEO

- i. Ensure Kuensel plays a vital and responsible role in promoting public discourse in the direction of strengthening democracy in the country.
- ii. Ensure unbiased and objective reporting on the issues of national interest and public concerns.
- iii. Provide leadership and set high standard of professionalism and positive trends in the media industry.
- iv. Ensure a safe, smooth and viable operation of Kuensel in accordance with the national regulatory system governing its own operations.
- v. Provide adequate safeguard of Kuensel's assets and optimize in the best interests of the corporation.
- vi. Develop and maintain a sound and effective organization structure.
- vii. Establish effective control and coordination mechanisms for all operations and activities of Kuensel to ensure its smooth functioning.
- viii. Ensure transparent merit-based recruitment and selection of employees, training and development programmes, retention strategies for key personnel and develop a capable management succession plan.
- ix. Ensure Kuensel keeps abreast of current and emerging media industry, markets, technology, economic and political trends to maximize business opportunities and minimize risk.
- x. Ensure that the newspaper segment of the company grows professionally in line with the editorial policy of the company code of ethics, and the media laws of the country.
- xi. Foster a corporate culture that promotes excellence, including quality products and services, cost efficiency and effectiveness and a high level of work ethics and conduct.
- xii. Keep the Board fully informed on all significant aspects affecting Kuensel's operational, financial and media affairs.
- xiii. Manage and oversee the required interfaces between Kuensel and the clients/customers and act as the principal spokesperson for Kuensel.



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**KUENSEL Corporation Ltd.**



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- xiv. The administrative and financial power of the CEO shall be as per the delegation of financial powers outlined in the Corporation's service rules.
- xv. CEO shall comply with or carry out the Board's directive or order that may be issued from time to time.