

## JOB DESCRIPTION

<b>JOB TITLE</b>	Communications Officer
<b>DEPARTMENT</b>	Corporate Communications
<b>REPORTING TO:</b>	Senior Manager Corporate Communications

### Summary:

The Communications Officer provides support to the Corporate Communications Department in the achievement of its strategic objectives. The incumbent is required to coordinate media relations strategies, produce and disseminate materials for communicating information about the Corporation and its subsidiaries, coordinate the content of the intranet or external website, and the production of newsletters etc. reports and other publications. He/she is required to create and maintain a database of contacts and to assist in the drafting of speeches, press releases etc.

### Education, Knowledge and Experience

- Degree in Communications or related discipline from an accredited academic institution
- Certificate in Events Management
- Certificate in Protocol
- Certificate in Graphics
  
- Knowledge of current theories and practices in communications research and the role of the media
- Knowledge of media issues and social marketing media
- Knowledge of marketing, public relations, advertising, promotions and any other communication methods
- Knowledge of video productions, graphics etc.
- Knowledge on modern techniques of news gathering and release
- Ability to use the internet for research purposes
- Proficiency in the use of Microsoft Office Suite, Adobe Photoshop or any other software relevant to job functions.
  
- Three (3) years' work experience in a Corporate Communications environment preferably in a large state or quasi-state organization.

## **Key Duties & Accountabilities:**

### **Planning**

- Assists in developing, implementing and monitoring corporate communications policies and strategies to ensure that the corporation establishes and maintains a profile in alignment with its 'gold' standard that would satisfy short-term and long-term requirements of the corporation.
- Collects and collates data necessary for preparation of strategic planning exercise and draft budgets as required

### **Client/Customer Service**

- Assists with the design and implementation of structured reporting tools to be used by line management to submit data on customer/client issues
- Assists with design of an appropriate survey tool to gather and analyze customer/client feedback on critical issues
- Assists with the design of an appropriate survey tool to gather and analyze employee responses to Corporation's People Management Practices
- Collects and analyses data related to clients'/customer's needs.

### **Public Relations**

- Drafts news releases to articulate Corporation's responses or positions of national concern
- Drafts Press Releases or speeches for approval as directed
- Drafts internal communication for dissemination to employees
- Prepares briefs and/or brochures for events for approval as required
- Prepares drafts of correspondence on any public affairs, events, or issues and concerns as directed
- Develops material for internet web pages, interactive media and multimedia projects

### **Media and Advertising**

- Assists in the development of a media strategy for each media event
- Drafts responses to adverse publicity
- Undertakes research on current web and internet technology and trends in marketing and communications for the purpose of keeping abreast of latest developments
- Liaises with Advertising Agencies in the development of layouts and designs of brochures, newsletters, advertisements, corporate reports, signs, logos and other publications as necessary
- Assists in measuring the effectiveness of advertising strategies, or programs as required

### **Events Management**

- Plans and coordinates activities (internal and/or external) relative to site visits by clients, potential clients, Government Ministers, Board of Directors or other stakeholders
- Plans and coordinates activities (internal and/or external) relative to 'sod turning' events and media launches for construction projects
- Plans and coordinates activities relative to special events as directed
- Assists in the production of literature formats such as booklets, posters, brochures for public outreach and sensitization
- Forwards requests for use of the Corporation's facilities for approval in accordance with procedures and advises applicant accordingly

## Research

- Collates data and analyses Questionnaire responses from customers/clients on feedback provided on critical issues
- Collates and analyses responses from Employee Surveys on People Management Practices
- Examines, conducts research and analyses results relative to the corporation's image
- Prepares and submits reports with recommendations consistent with corporate goals.

## Stakeholder Relations

- Assists with the coordination of all public consultations and public interface as directed
- Performs protocol duties in accordance with established standards
- Assists in identifying stakeholders' needs and proposes relevant engagement strategies
- Researches and gathers information for members of the public as directed
- Drafts responses to complaints etc.
- Creates and updates a database/directory of stakeholders' contact information, profiles and services.

## Administrative

- Prepares post mortem reports on all events held by the Corporation
- Provides administrative support, inclusive of scheduling and making arrangements for meetings, inventory management, and records management as necessary
- **Performs any other duties related to the job function as may be assigned**

### Dimensions and scope of role

- Works within the Corporate Strategy and the Sponsorship Strategy of the Corporation
- Operates within the governance policy of the organization

## Key Behavioral Competencies

**Customer Focus:** Has a strong understanding of the 'gold' standards service requirements and the significance to the success of the business; Demonstrates a willingness to respond promptly to internal and external needs.

**Personal Attributes:** Uses initiative and demonstrates a positive work attitude, self-confidence and high level of energy; Is well motivated to perform with minimum supervision; Accepts change positively, and adjusts to the demands of the job; Reports to work punctually and regularly; Displays honesty, high level of confidentiality and credibility in work situations.

**Team Player:** Performs role assigned in the interest of the team's success as against individual concerns; Conveys appreciation to other team members and allows others freedom to contribute in group projects.

**Communication:** Communicates in a logical and organized manner; communicates well with all levels within the organization

**Business Awareness:** Understands the wider business environment in the context of delivering short-term value; Ability to deliver results which add value to the department and to the Corporation.

**Problem Solving:** Is able to analyze data, and suggest solutions to problems to allow for efficiency and quality improvements within the work unit.