

JOB DESCRIPTION

JOB TITLE	Senior Manager, Corporate Communications and Marketing
DEPARTMENT	Corporate Communications and Marketing
REPORTING TO	Chief Executive Officer

Summary:

The Senior Manager, Corporate Communications and Marketing is responsible for the development, design and implementation of the policy framework of UDeCOTT's Communications and Marketing strategies and plans.

The incumbent is required to provide expert advice to the CEO/Board of Directors and management on communications and marketing policies and procedures and monitors and evaluates the effectiveness of the communications and marketing strategies and plans.

Education, Knowledge and Experience

- Bachelor's degree in Mass Communications or related discipline from an accredited academic institution
- Master's degree in Marketing or related discipline from an accredited academic institution
- Certification in Events Management
- Certification in Protocol
- Extensive knowledge of current theories and practices in communications and the role of mass media
- Extensive knowledge in social marketing theory and practice, communications strategies and implementation
- Extensive knowledge of marketing, public relations, advertising, promotion and other marketing communication methods
- Extensive knowledge of protocol procedures
- Proven track record of developing and successfully leading the execution of major corporate communications and marketing/branding strategies in comparable organizations
- Specialized knowledge of the public sector
- Specialized knowledge in the construction industry
- Proficiency in the use of Microsoft Office Tools and any other software relevant to job functions.
- At least eight (8) years' work experience in a Corporate Communications/Marketing/Public Relations or Media Relations and Advertising environment including five (5) years in a senior management level, preferably in a large, diverse organization.

OR

Equivalent combination of qualifications, training and working experience will be considered.

Key Duties and Responsibilities:

Planning & Monitoring

- Plans, organizes, directs and coordinates the work of the staff in the Corporate Communications Department
- Develops and implements a Communications as well as a Marketing Plan for the Corporation
- Monitors and evaluates the effectiveness of communications and marketing strategies and plans and makes recommendations for improvement as necessary
- Develops, implements and monitors policies and guidelines in key aspects of Communications and Marketing e.g. Communications Planning, Reporting and Execution
- Assists with management of the culture change initiatives throughout the organization
- Develops and implements the approved Internal Communication policy
- Develops the Corporation's Corporate Social Responsibility (CSR) Strategy and initiatives
- Liaises with line managers and reviews policies, procedures and work processes impacting on client/customer services to ensure the Corporation establishes and maintains a positive corporate profile
- Recommends benchmarks and monitors to ensure performance in line with standards.
- Ensures that the Corporation's Communication and Customer Service Strategies are communicated to all employees
- Prepares draft budgets and manages approved budgets for the department in accordance with requirements
- Participates in discussions relative to the Corporation's strategic planning initiatives
- Plans and manages an appropriate survey tool to gather and analyze customer/client feedback on critical issues
- Monitors and reports on the impact of both internal and external corporate communications
- Prepares and submits monthly/annual/ad hoc reports in accordance with the Corporation's requirements
- Ensures maintenance of records in accordance with relevant procedures
- Oversees content strategy for the organization's overall brand management on various social media platforms

Media Relations

- Oversees and approve for quality assurance all press releases, speeches, publicity, marketing and content material prior to printing and issuing by close liaison with executive management/Board.
- Provide professional communications support, training and advice to the Board, CEO, executive and senior management as required.
- Oversees the media monitoring function of the department to ensure active reputation management of the Corporation.
- Drafts correspondence on any public affairs or media relations issues and concerns as required

Marketing

- Oversees and develops marketing strategies in accordance with the Corporation's strategic goals and objectives
- Leads the execution of marketing projects through cross functional and cross departmental teams
- Cultivates relationship with external agencies and clients to maximize marketing opportunities
- Oversees the execution of all marketing materials, including printed documents, media advertising, website content and social media accounts.
- Conceptualizes advertisements and liaises with advertising agencies to design suitable advertisements

- Assesses the effectiveness of advertising strategies, and submits reports and recommendation
- Arranges and attends conferences, seminars, receptions and exhibitions to increase awareness
- Monitors progress of campaigns using various metrics and submit reports of performance
- Liaises with Executive and Senior Management to incorporate marketing needs into overall company planning and strategy.
- Conducts market research to aid in providing market forecast
- Proofreads and edit content for marketing campaigns

Events Management

- Leads the execution of all events hosted by the Corporation to ensure standards of professionalism
- Oversees the arrangements (internal and external) for all special visits, including site visits, sod turnings, media launches
- Ensures all requisite approvals are acquired for events e.g. police approvals, local authorities etc.

Community Outreach

- Coordinates public consultations and public interface during consultation phases as required
- Performs any other duties related to the job function as may be required

Development of Human Capital

- Liaises with the HR Division as necessary and ensures that all HR policies and procedures are implemented throughout the department.
- Ensures the on-going performance evaluation of employees and develops an appropriate departmental training and development plan as necessary.
- Manages the human capital of the Department to ensure a level of job satisfaction in keeping with corporate objectives.

Dimensions and scope of role

- Operate within the Corporate Strategy and the Sponsorship Strategy of the Corporation
- Operate within the Governance Policy of the organization

Key Behavioral Competencies

People Development: Has the ability to create an environment that enables action on the part of employees towards the fulfillment of organizational and individual goals. Is able to assess strengths and weaknesses and provide feedback that would enhance performance.

Strategic Perspective: Is proficient in the use of strategic planning, monitoring and control techniques. Has an understanding of issues and competitive markets and challenges. Ability to guide, develop, implement and monitor plans based on the organization's intended results.

Governance/ Compliance: Demonstrates and behaves in accordance with the principles of transparency and accountability following the rule of law, state and organizational policies and procedures.

Integrity: Displays honesty, and credibility in relationships and work situations, consistent with the Corporation's values and principles e.g. walks the talk, sets good example, ethical conduct.

Risk Management: Has a sound knowledge of risk management principles and framework with a proactive approach to ensure compliance with national and Corporation guidelines to mitigate risk.

Customer Service: Ability to influence employees to use 'gold' standards in providing continuous service to our clients. Has a sense of urgency in addressing customer issues or seeks information about the real underlying needs of the customer, beyond those expressed initially.

Leadership: Ability to convince, influence, motivate and enable others to contribute to the efficiency, and success of the of the overall business strategy, culture and core values of the Corporation

Change Agent: Manage the transformation process, using innovation and creativity as the catalyst for 'mind-set' change and changes in attitude and standards of behavior for the optimal benefit of our communities.

Key Performance Indicators

- Sustainable media relationships throughout the system.
- Documented procedures to reflect Best Practice in Corporate Communications and Marketing
- 90% satisfaction from internal and d external clients and customer