



JOB DESCRIPTION **CONTRACTUAL POSITION**

JOB TITLE: Corporate Communications Officer

JOB SUMMARY:

The incumbent is required to assist with the coordination and implementation of all activities relating to the Public Relations and Public Education of the Land Settlement Agency

REPORTS TO:	Information Systems Specialist, Manager Corporate Services
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SUPERVISION GIVEN TO:	N/A
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DUTIES AND RESPONSIBILITIES:

- Participates in the design, organisation and implementation of a creative and effective
- Marketing/Communications Strategy including content management for the Agency's Website,
- social media page(s), ensuring that it is adequately integrated into the Agency's operations
- Coordinate with the media and other Public Relations Agencies in the execution of public relations projects
- Act as a liaison between Settlement Councils and Community Based Organisations (CBOs)
- Networks with Ministries, NGOs, CBOs and other State organizations to create linkages for effective information dissemination and deal with contentious (Public Relations) media issues
- Coordinate events of the Agency inclusive of public consultations
- Assist with the preparation of speeches and press releases
- Researches and assembles information for members of the public
- Responds to complaints and organisation issues from members of the public
- Distributes relevant educational material on the activities of the Agency
- Creates and updates a database/directory of stakeholders' contact information, profiles and services
- Conducts research and utilizes other data in the analysis and evaluation of information for the preparation of policy documents, briefs, working papers and presentations
- Assists with relevant research including but not limited to the conduct of interviews to determine the success and outreach of Information Programmes and initiates corrective action as appropriate
- Assists in identifying stakeholders needs and proposes relevant engagement strategies
- Liaises with Media Services to monitor print and electronic media to keep the Agency informed of developments within the Communications environment
- Assists in the production of literature formats such as booklets, posters, brochures for public outreach and sensitisation
- Performs day-to-day management of the intranet site through the use of a Content Management System, including design, content and technical functions, to ensure that it is useful for staff and that content is up-to-date, accurate and consistent with the Brand Identity Guide
- Performs other related duties as required

KNOWLEDGE, SKILLS AND ABILITIES:	
KNOWLEDGE:	<ul style="list-style-type: none"> ▪ Knowledge of current theories and practices in communications research, planning and strategy, and the role of mass media ▪ Knowledge of media issues, social marketing theory and practice, communications strategies and implementation and behavioural sciences ▪ Knowledge of marketing, public relations, advertising, promotion and other communications methods ▪ Knowledge of modern techniques of news gathering and release ▪ Knowledge of modern techniques of news gathering/event management. ▪ Knowledge of protocol procedures
SKILLS AND ABILITIES:	<ul style="list-style-type: none"> ▪ Proficiency in the use of Microsoft Office Suite, HTML, wiki-mark-up, and Adobe Photoshop CSS ▪ Skill in the use of personal computers ▪ Ability to use e-Government technology platforms ▪ Ability to use the internet for research purposes ▪ Ability to communicate at a high-level, both orally and in writing ▪ Ability to establish and maintain effective working relationships with colleagues, members of the media and the public.
MINIMUM EXPERIENCE AND TRAINING:	
<ul style="list-style-type: none"> ▪ Minimum two (2) years' experience in Corporate Communications or Public Relations , including web design and development , preferably in the Public Sector ▪ Training as evidenced by a recognised University Degree in Communications Studies or a related discipline. 	