



JOB DESCRIPTION- COMMUNICATIONS & PUBLIC RELATIONS EXECUTIVE

Principal Objectives

The role of the Communications and Public Relations Executive (C&PRE) encompasses planning and directing the organisation's overall communications strategy, overseeing employee communications, organisational media relations, outreach and awareness, stakeholder relations, marketing, branding, social media liaison and promoting the organisation in positive light at all times. The person responsible heads the organisation's communication staff and also consults with executive management on improving communications strategies to continually enhance service delivery.

The C&PRE role is required to operate with a high degree of independence in undertaking and fulfilling the duties.

Relationships

- Directly reports to the CEO on a daily basis;
- Maintain liaison with all management for effective communications;
- Maintain liaison with all relevant stakeholders promoting BAF in positive light;
- Sporadically present/communicate with the Board of Directors regarding corporate documents, image and branding of the organisation.

Specific Accountabilities

1. Plan, implement and manage BAF's public relations and communicational strategies;
2. Develop, implement and evaluate corporate communications policy and protocols for the organisation;
3. Organise, coordinate and manage various Public Relations and media activities including press conferences, exhibitions, workshop(s) etc.
4. Measure performance of media activities and events, prepare evaluation reports;
5. Determine Key Performance Indicators (KPIs) for Public Relations and Communications and produce reports on each result areas;
6. Plan, liaise, compile and publish organisational corporate documents;
7. Work with marketing and media agencies to ensure advisories, alerts, news, advertisements, billboards etc. are undertaken and facilitated in a timely manner allowing BAF awareness;
8. Compile, coordinate and prepare newspaper advisories, media responses for mainstream media; arrange and coordinate interviews for Executive Office;
9. Develop communicational and outreach materials including press releases, briefing notes for the media, contents for factsheets, pamphlets, posters;
10. Manage content for BAF website in collaboration with the IT Officer and coordinate video production for BAF;

11. Build and maintain relationships with journalists, stakeholders and relevant agencies and stay abreast with PR and industry trends and best practices;
12. Attend press conferences, media interviews and public committee meetings on behalf of BAF as and when required;
13. Facilitate stakeholder, media and community outreach on BAF activities as and when required; prepare speeches, visual aids for public presentations to be done by CEO with assistance (in terms of information and data) from relevant Teams;
14. Handle social media in a subtle manner; write edit, assist with artwork and overall supervision of the production of BAF publications, banners and billboards, merchandise and branding items; devise and coordinate photo sessions for promotion and awareness of BAF activities and events;
15. Head communications and awareness section with vigor and effectiveness
16. Any other duties as assigned by your supervisor

Qualification/Knowledge/Skills

- Bachelor's Degree and/or Post Graduate certification in Communications, Journalism, Media Relations, Business related, Liaison or similar relevant field
- Previous working experience as Public Relations and/or Communications Specialist including social media management for three (3) or more years would be added advantage;
- Excellent communication, presentation and leadership skills
- Effective organisational and time management skills
- Attention to details and being critical thinker with ability to analyse and solve problems
- Collaborative approach with extensive contacts within the media.
- Demonstrated experience in providing strategic advice to management on complex Media/communications issues and performing media advocacy.
- Demonstrated ability to write and edit communications material including media statements, publications, website copy, news articles, fact sheets, briefing notes to deadline.
- Excellent communication and interpersonal skills with ability to work cooperatively with others at all levels.

WHERE TO SEND YOUR APPLICATION

Complete written applications must include your curriculum vitae and the names of at least 2 referees with academic certificates and transcripts. Applications should be marked "Vacancy No. & Name" and must be sent either by post, hand delivery, or email to hrrecruit@baf.com.fj no later than 5:00 pm Friday 15th April, 2022.

Please send to
Recruitment
Biosecurity Authority of Fiji
PO Box 18360, Suva

OR

Hand deliver to
Level 3, Provident Plaza 1
Downtown Boulevard
Ellery Street, Suva

Please note that only shortlisted applicants will be contacted. If you have not been contacted by BAF, then your application has not been successful and we thank you for your interest in applying.

BAF IS AN EQUAL OPPORTUNITY EMPLOYER