



JOB DESCRIPTION- COMMUNICATIONS & PUBLIC RELATIONS OFFICER

Principal Objectives

The role of the Communications and Public Relations Officer (C&PRO) 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&PRO 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 CEO 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. Conceptualize and develop marketing materials to enhance and uphold the organization's brand identity.
5. Measure performance of media activities and events, prepare evaluation reports;
6. Act as the primary point of contact for media inquiries, drafting press releases and media kits.
7. Determine Key Performance Indicators (KPIs) for Public Relations and Communications and produce reports on each result areas;
8. Plan, liaise, compile and publish organisational corporate documents;
9. 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;
10. Compile, coordinate and prepare newspaper advisories, media responses for mainstream media; arrange and coordinate interviews for Executive Office;
11. Develop communicational and outreach materials including press releases, briefing notes for the media, contents for factsheets, pamphlets, posters;
12. Manage content for BAF website in collaboration with the IT Officer and coordinate video production for BAF;
13. Build and maintain relationships with journalists, stakeholders and relevant agencies and stay abreast with PR and industry trends and best practices;
14. Attend press conferences, media interviews and public committee meetings on behalf of BAF as and when required;

15. 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;
16. Maintain a database of promotional materials, media contacts, and communication resources.
17. 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;
18. Lead the Communications and Awareness function with energy, efficiency, and a results-driven approach.
19. Design and oversee the layout and production of newsletters, brochures, fact sheets, corporate reports, and other publications for BAF.
20. Support the design and development of content and materials for the BAF website.
21. Contribute to the creation and development of new marketing materials to strengthen and uphold the BAF brand.
22. Support the design and production of organization-related stationery.
23. Oversee and coordinate all print-related tasks, including liaising with vendors, ensuring quality control, and managing timelines for project completion.
24. 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.

REMUNERATION

Remuneration will be commensurate based on an individual's qualifications and experience within the relevant salary band.

WHERE TO SEND YOUR APPLICATION

1. Visit our website www.baf.com.fj to access the **Job Description** and click on the **link** to apply.
2. Applications are required to submit cover letter, curriculum vitae and at least 2 referees, academic certificates and transcripts while applying through the online recruitment portal.
3. Applications close on Friday 7th February 2025 at 05:00pm.

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