



Communication Officer – Internal – Job Grade 6

Purpose of the job:

- Responsible to deliver the internal communications functions through printed, digital, online and electronic communications channels, and in line with the Secretariat's plan and strategy
- Plan, edit and write content for a variety of internal communications mediums, such as share point, staff intranet, monthly Newsletter, website, television monitors, bulletin boards, to ensure all staff have access to a range of internal communications to keep them up to date with important Secretariat news, to share information and raise concerns, etc.
- Supervise the work of a team working underneath this position

Duties and Responsibilities

Communication and Public Relations

- Develop, implement and use appropriate communication methods, tools and materials to effectively communicate organisational initiatives and projects with internal stakeholders:
 - Notice boards (hardcopies/electronic)
 - In-house journal and newsletter
 - Intranet
 - SharePoint
 - Online (Website, Facebook, Twitter, LinkedIn, YouTube etc)
- Work with staff and stakeholders to promote the SADC Brand and ensure adherence to brand guidelines spelt out in the SADC Corporate Identity Manual
- Develop a Customer Service Charter; and train frontline staff on Customer Service and frontline public relations
- Write, edit and design creative, accurate materials to a high standard for the Secretariat's internal communications channels (as mentioned above), and submit to the Head for approval
- Liaise and negotiate with suppliers and service providers on pricing and services for internal communications that are outsourced
- Brief and supervise external specialists appointed to assist in internal communication activities, and ensure that they meet agreed standards, specifications and deadlines
- Prepare schedule of internal events, and liaise with Events Management companies for the planning, organisation and media coverage of these events

- Work with ICT unit to develop, maintain and update the Secretariat's intranet, TV monitors, and SharePoint for internal communications
- Regularly coordinate with other directorates and ICT unit to review, update and where necessary, generate, write, proofread and edit content for the SADC website
- Undertake regular analysis of the SADC Website to establish the level of visibility, awareness and knowledge on SADC's programme
- Advise and train staff on web content development, updating and posting
- Assist with multi-media content development and uploading on the website
- Creates graphic formats for web, video and print delivery to deliver visual interpretation of technical concepts Contribute to the development of scripts for videos to be used in internal communications and general awareness on SADC programmes
- Evaluate suitability of internal communication channels on a regular basis as required
- Consult with staff to gain their views on the internal communications; and use information and their suggestions to improve the internal communications function
- Research and adopt best practices in own specialised area of work, and maintain high level of knowledge in order to effectively undertake the duties of the post □
Perform any other duties as may be assigned by the supervising officer

Position Requirements

Qualifications

At least a Masters in Communication, Public Relations or related field from a recognised institution

Specialised knowledge:

- Knowledge with multi-media production, communication, and dissemination techniques and methods
- Proficient in the use of computers and computer software relevant to the position
- Excellent writing, editing and proofreading skills as well as the journalistic ability to source stories from employees

Experience

At least 7-10 years of work experience in communications or public relations

Skills Requirements

- Communication and presentation skills
- Interpersonal skills
- Mentoring and coaching skills
- Negotiation, persuasion, advocacy, networking and relationship building skills
- Organisational skills (planning, budgeting, time management, work prioritisation)
- Research, analytical and problem-solving skills

- Supervisory skills

Competencies

- Apply interpersonal styles/methods to develop and motivate staff
- Capable of maintaining quality whilst working under pressure and adhering to deadlines
- Capacity to motivate and influence people positively and creates a climate where people want to do their best
- Conceptual and practical thinking
- Customer focused
- Decisive
- Demonstrate ability to work independently and largely unsupervised
- Maintain confidentiality and respectful of sensitive situations
- Methodical and organised, with a high level of attention to details
- Organisational awareness with an understanding of how to engage the organisation to get things done
- Professionalism and adherence to good work ethics
- Question conventional approaches and encourage new ideas and innovations for progress
- Resilience and personal drive, self-motivation
- Results and performance driven
- Team player