



Assistant Officer - Communication

Primary Purpose of the Job

Assist in the implementation of the external communication functions.

Duties and Responsibilities

Communication and Public Relations

- Assist the Communication Officer (External) with the development, design and production of external communication tools and materials.
- Assist in drafting, proof-reading and editing of materials for external communication prior to publication / production and submit inputs to Communication Officer for review.
- Liaise with suppliers / service providers for outsourced communication services
- Support the organisation of press conferences and any external events as needed; and work closely with event management companies as and when required.
- Participate in the promotion of SADC corporate souvenirs through exhibitions, publications and, and distribution of pamphlets, flyers, and other promotional items as part of public outreach programmes.
- Search press and media reports on SADC, maintain up to date records, and regularly report on any critical issues that must be looked into or responded to
- Maintain a list of key media contacts on database.
- Track media coverage for the Secretariat activities.
- Coordinate and process the annual media awards entries and adjudication meeting.
- Write articles and post on SADC Website and social media platforms (X, Instagram, Facebook, LinkedIn, YouTube, WhatsApp Channel).
- Post news releases, communiqués and statements on the SADC website and social media platforms).
- Conduct and facilitate education tours in liaison Assistant Officer Library.
- Monitor press and media coverage, maintain updated records on critical issues requiring attention or response and assist Communication Officer in media responses and analysing and assessing the effectiveness of communications efforts.
- Support crisis communication efforts by assisting with preparing talking points and updates.
- Maintain Communications Calendar with scheduled media releases, advertising campaigns, publications, public relations activities and major events.
- Maintain inventory of SADC documents and promotional items.
- Provide administrative support to the Communications / PR team as required.
- Provide photography and video services at events and official functions as assigned.
- Assist with directing events and ceremonies as assigned.

- Research and adopt best practices in the field of communication and public relations, maintaining high level of knowledge to effectively undertake the duties of the post.
- Perform any other duties as may be assigned by the supervising officer.

Education

At least a Degree in Communication, Journalism, Public Relations, Media Studies, or related field from a recognised institution

Professional Certification

Protocol and Events management training with at least an attendance Certification

Specialised Knowledge

- Knowledge with media production, communication, and dissemination techniques and methods
- Skilled in crafting engaging posts, articles, and multimedia content tailored to different platforms (X, Instagram, Facebook, LinkedIn, YouTube, WhatsApp Channel).
- Experience in interacting with followers, responding to comments/messages, and promoting positive online relationships.
- Ability to monitor digital trends, hashtags, and emerging tools to keep SADC's online presence current and impactful.
- Proficient in the use of computers and computer software relevant to the Position
- Familiar with basic photography, video editing, and design tools to create visually appealing and professional content.

Experience

At least 5 -7 years of work experience in communications or public relations

Skills Requirements

- Communication skills
- Interpersonal skills
- Networking and relationship building skills
- Organisational skills (planning, time management, work prioritisation)
- Research, analytical and problem-solving skills

Competency Requirements

- Capable of maintaining quality whilst working under pressure and adhering to deadlines
- Compliance with rules, regulations, processes and procedures
- Conceptual and practical thinking
- Customer focused
- Demonstrate ability to work independently and without much close supervision
- Flexible and adaptable to change

- Maintain confidentiality and respectful of sensitive situations
- Methodical and organised, with a high level of attention to details
- Professionalism and adherence to good work ethics (integrity, dependability, punctuality, etc.)
- Willingness to learn and improve on a continual basis
- Resilience and personal drive, self-motivation
- Results and performance driven
- Team player