

## Position Description

**Job Title:** Grade 2 - Communications Manager

**Reports to:** Chief Executive Officer

**Objective of Role:** The Communications Manager will report to the Executive Director Administration & Support and has the responsibility for all communication and public relations with both internal and external parties. The internal and external Communications Manager is accountable for spearheading strategic direction initiatives and planning, coordinating, and management of the entity's marketing, public relations and communications agendas. The Communications Manager is responsible for the overall supervision of the entity's Communication and Public Relations Office including the entity's web portal, social media channels and official website. Also, the Communications Manager is to ensure, at all times, that information about the entity will be published accurately, consistently and timely so that all stakeholders will be continuously informed about the operations, activities and services provided by the entity.

## Duties and Responsibilities

- Develop a communication strategy for assisting the entity to reach its strategic objectives and enhance the entity's corporate reputation.
- Develop and manage a concrete strategy directed towards promoting entity branding.
- Build a positive relationship with the entity's stakeholders including the press, government, local councils, customers and NGOs.
- Responsible for the creation, delivery and feedback of press releases, letters to editors, interviews, press conferences, features, press events, advertising and public relations campaigns.
- Approve reports, writings, reviews and other documentation before being published by the entity.
- Represent the entity in the media and other relevant events as delegated by the Executive Director Administration & Support or the Chief Executive Officer.
- Manage public awareness campaigns to notify the general public about specific issues.
- Manage internal public relations campaigns directed towards developing and motivating the entity's staff.
- Build a strong relationship with key personnel to facilitate the achievement of communication goals by providing ongoing feedback and coaching.
- Identify potential marketing opportunities and recommend a viable strategy for gaining competitive advantage and growth.
- Responsible for the budgets relating to the Communication and Public Relations Office whilst ensuring the effective use of resources at all times.
- Serve as a leader on the communication and public relations team and offer professional advice on day-to-day operations of the communication and public relations office.
- Responsible for gathering and organising information to be used in internal and external publications such as the entity's newsletter and the annual report.
- Ensure the protection for highly confidential data and reports at all times.
- Ensure that both internal and external communication is reaching the targeted audience effectively.
- Plan, develop and deliver effective Corporate Social Responsibility programmes.
- Ensure that all units and departments are aware of the communication channels and facilities to improve the communication process of the entity.

- Responsible for other position-related duties and responsibilities that may be assigned by the Executive Director Administration & Support or the Chief Executive Officer.

### **Supervision Given**

Directly supervises the staff of the Communications Office.

### **Supervision Received**

Will receive direct supervision from the Chief Executive Officer or their designated representatives.

### **Working Conditions**

May be requested to work odd and long hours in abnormal circumstances and may be required to travel on particular assignments both locally and abroad.

### **Position Specific Skills**

Excellent interpersonal, written and oral abilities.

Excellent report-writing skills.

Ability to work on various projects with limited time and resources.

Must be meticulous and detail-oriented.

Ability to set priorities and take decisions without supervision.

Possess excellent negotiation and conflict management skills.

Leadership skills for directing his/her subordinates and other key players.

Sound knowledge on editing and familiarity on different software applications related to this field.

Highly computer literate.

Demonstrate strong teamwork skills.

Possess very good problem-solving skills.

Good knowledge about the ethics and legal matters related to the communication and public relations areas.

Must possess a valid Maltese driving License B1 / B or equivalent license recognized by Transport Malta

### **Academic Qualification**

Must be in possession of a recognised degree at MQF Level 6 in Communications, Marketing, Journalism, Public Relations or a related discipline.

### **Work Experience**

Previous work experience in the management of a Communications and Public Relations Office will be considered an asset.