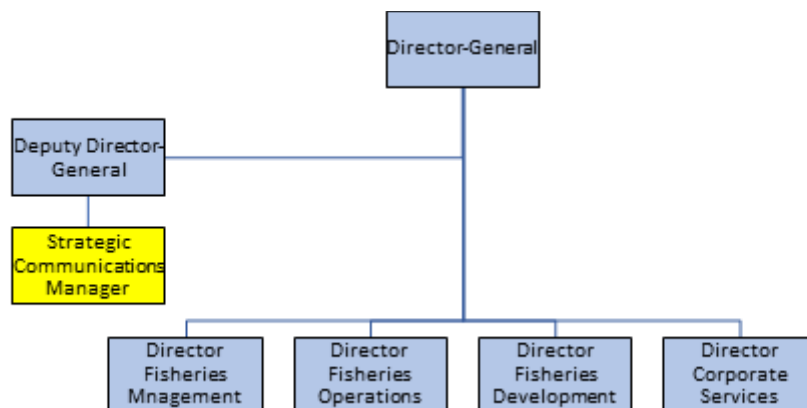


### Job Identification

Job Reference:	
Job Title:	Strategic Communications Manager
Work Unit:	High Level Advice
Responsible To:	Director-General through the Deputy Director General
Responsible For:	Up to one Communications/Media Officer
Job Purpose:	<ul style="list-style-type: none"><li>• The Strategic Communications Manager will play an integral role in leading the development and delivery of communication strategies that support the FFAs organisational priorities. The purpose of this role is to provide strategic communications leadership and expertise to the organisation and drive successful communication change improvement across the organisation.</li><li>• Management of FFA's branding and corporate identity;</li><li>• Oversee and manage FFA's key external communications;</li><li>• Oversee and manage internal communications with FFA staff;</li><li>• Capacity building support to staff and, if requested, to FFA members.</li></ul>
Date:	May 2020

### Organisational Context



### Key Result Areas

This job encompasses the following major functions or Key Result Areas:

1. Development and effective implementation of FFA Communication Strategy for both internal and external communications
2. Management of FFA's corporate identity and branding including through production of key corporate documents – the Statement of Intent and Annual Report
3. Oversight and management of external communications including website and social media channels, and production of press releases, speeches, talking points etc.
4. Oversee and maintain internal communications with FFA staff
5. Building capacity of FFA staff in the area of communications.
6. Administration, planning and reporting

The performance requirements of the Key Result Areas are broadly described below:

Jobholder is accountable for	and is successful when
<p><b>1. Development and effective implementation of FFA Communication Strategy for both internal and external communications</b></p> <ul style="list-style-type: none"> <li>● To review and implement FFA 's communication strategy</li> <li>● Provide advice on developing and implementing communication initiatives and strategies for FFA to deliver on the FFA Strategic Plan 2020-2025 and FFA Statements of Intent.</li> </ul>	<ul style="list-style-type: none"> <li>● FFA communication strategy is relevant to the work of the Agency and its Members</li> <li>● Implementation of the FFA communication strategy is successful and FFA's communication objectives are achieved.</li> </ul>
<p><b>2. Management of FFA's corporate identity and branding</b></p> <ul style="list-style-type: none"> <li>● Promote and protect FFA's brand and reputation with the aim of ensuring the agency is positively perceived by internal and external audiences.</li> <li>● Maintain and promote branding/visual identity guidelines to Members and staff.</li> <li>● Oversee production of the Annual Report and Statement of Intent.</li> </ul>	<ul style="list-style-type: none"> <li>● FFA's profile in regional and international fora is enhanced</li> <li>● Stakeholders can easily identify FFA's contribution to regional fisheries management</li> </ul>
<p><b>3. External communications</b></p> <ul style="list-style-type: none"> <li>● Plans, develops and delivers effective external communications to FFA audiences.</li> <li>● Provides strategic oversight of communications for major projects, change initiatives, and announcements.</li> <li>● Provides communications advice to the DG and the Executive Management Team on key issues</li> <li>● Drafts speeches, talking points, presentations, briefing materials for the Executive Management team.</li> <li>● Provides oversight of FFA's key communications channels, e.g. newsletters, FFA website and social media platforms.</li> <li>● Manages media relations activity to maintain a positive image of the agency, drafting content, and acting as spokesperson if required.</li> <li>● Monitors all media coverage of FFA and related fisheries issues and alerts the Executive Team and programmes accordingly.</li> <li>● Write and/or compile content for FFA newsletters, media releases and arrange distribution.</li> <li>● Prepare and produce FFA brochures.</li> <li>● Oversee website and updating of content.</li> </ul>	<ul style="list-style-type: none"> <li>● Member countries and relevant stakeholders are aware of FFA activities</li> <li>● User friendly website with up to date content</li> <li>● Press releases and public statements are accurate and present information in a coherent manner</li> <li>● Analytical informational pieces are utilized by target audiences</li> <li>● Minimal errors and retractions</li> <li>● Analysis of media reports relevant to FFA is submitted for Management information and action where relevant</li> </ul>

<ul style="list-style-type: none"> <li>● Ensure wide distribution of information to Member countries and other relevant stakeholders.</li> <li>● Establish lists and relationships with media sponsors and advertisers.</li> <li>● Maintain close liaison with Member media/communications officers to promote national fisheries work.</li> </ul>	
<p><b>4. Internal communications</b></p> <ul style="list-style-type: none"> <li>● Works with Corporate Services Division to plan, develop and deliver effective internal communications to FFA staff</li> <li>● Provide strategic oversight of communications for major change management projects and announcements working with the Executive Management Team.</li> </ul>	<ul style="list-style-type: none"> <li>● FFA staff are well informed of internal and external developments.</li> <li>● Communication on key initiatives is timely and clear.</li> </ul>
<p><b>5. Capacity building</b></p> <ul style="list-style-type: none"> <li>● Develop communication resources, templates and tools, and provide training to build communications capacities of key staff and Members as required.</li> <li>● Develop/update FFA communications policies and protocols as required and promote these to staff.</li> </ul>	<ul style="list-style-type: none"> <li>● Communications skill of key staff members and FFA Members is enhanced.</li> </ul>
<p><b>6. Administration, Planning and Reporting</b></p> <ul style="list-style-type: none"> <li>● Provide input into the Statement of Intent, regular reporting on progress of work throughout the year as well as input into the Annual Report.</li> <li>● Manage the performance of Media staff.</li> <li>● Manage the operations and resources associated with the FFA Media Unit Annual work program and budget</li> </ul>	<ul style="list-style-type: none"> <li>● Input into the Statement of Intent and Annual Work Program and Budget is timely and reflect priority areas</li> <li>● Timely reporting on progress of work</li> <li>● Performance management of Media staff is undertaken in a timely and effective fashion.</li> <li>● Management and support of Media Unit operations and systems are effectively maintained and implemented.</li> <li>● Annual work plans and activities are achieved in line with the implementation schedules and resources available</li> </ul>

**Note:**

The above performance requirements are provided as a guide only. The precise performance measures for this job will need further discussion between the jobholder and supervisor as part of the performance development process.

### Work Complexity

The most challenging duties typically undertaken:

- Production of key corporate documents to tight deadlines.
- Working with technical staff to convey complex technical information so that it is clear and easy to understand for external audiences e.g. in media releases.
- Preparation of external communications material, e.g. press releases and speech notes, to tight deadlines.
- Redevelopment of the FFA website and online information/services.

### Functional Relationships & Relationship Skills:

Key internal and/or external contacts	Nature of Contact most typical
<b>External</b> <ul style="list-style-type: none"><li>● Member countries</li><li>● Media</li></ul>	<ul style="list-style-type: none"><li>● Timely provision of information</li><li>● Maintaining professional relationships with the media</li></ul>
<b>Internal</b> <ul style="list-style-type: none"><li>● <b>Director General, Deputy Director-General and Executive Team</b></li><li>● <b>Deputy Director-General</b></li><li>● <b>Corporate Services Division</b></li></ul>	<ul style="list-style-type: none"><li>● Overall strategic guidance</li><li>● Receive instructions and directives and provide advice and recommendations on all communications related issues</li><li>● The DDG is the principal operational manager that the position reports to.</li><li>● Liaise on internal communications requirements associated with organisational initiatives</li><li>● Liaise with the Finance team on budgetary requirements for publications and other communications initiatives.</li></ul>

### Level of Delegation

The jobholder:

- The jobholder will carry out activities within the defined standard procedures with minimum supervision.
- The jobholder is required to be innovative and provide creative solutions to web design and publications.
- Guidance and advice is provided by the Immediate Supervisor.
- The jobholder has the responsibility to manage self and monitor the annual work programme for media and publications.

## Person Specification

This section is designed to capture the expertise required for the role at a 100% fully effective level. (This does not necessarily reflect what the current jobholder has). This may be a combination of knowledge/experience, qualifications or equivalent level of learning through experience or key skills, attributes or specific competencies.

### Essential

#### Qualification:

- Minimum of a tertiary qualification in communications, public relations, brand management, marketing or journalism.

#### Experience

- At least 10 years' of relevant work experience
- Demonstrated experience in leading the creation and execution of communications strategies

#### Skills

- Write to a professional standard and deliver a range of high quality tactical outputs including events, articles, speeches, printed materials, and digital products.
- 
- Ability to develop, maintain and foster strong interpersonal and professional networks, including at an international level
- Experienced in media relations and issues management
- Proven strategic communications planning experience
- Project management skills
- Ability to form positive working relationships; to coach and mentor staff
- A big picture thinker but with an eye for detail
- Strong organisation skills to manage multiple timelines and complete tasks quickly within the constraints of timelines and budgets

#### Knowledge

- Good knowledge of regional media institutions and networks
- Knowledge of computer applications for publications

### Desirable

- Extensive experience in a senior corporate communications role
- Demonstrated experience in regional and or international work environment and intercultural communication
- Experience in fisheries related work
- Experience working in Pacific regional setting

## Key Behaviours

*All employees are measured against the following Key Behaviours as part of Performance Development*

- Commitment/Personal Accountability
- Professional/Technical Expertise

- Teamwork
- Customer Focus
- Effective Communications & Relationships
- Leadership
- Coaching and Development (for Managers only)
- Strategic Perspective (for Managers only)

#### **Personal Attributes**

- Relevant Qualifications
- Excellent Analytical Skills
- Excellent Communication Skills
- Results orientation
- Ability to manage and work well in multi-disciplinary and multi-cultural teams.
- Ability to work in an organized and systematic manner.
- Ability to transfer information/knowledge to a non-technical audience
- Recognizes and responds appropriately to the ideas, interests and concerns of others
- Builds trust and engenders morale by displaying open, transparent and credible behaviour
- Respects individual/ cultural differences
- Utilizes diversity to foster teamwork
- Ensures others understanding of, involvement in, adaptation to a change process

#### **Change to Job Description:**

From time to time it may be necessary to consider changes in the job description in response to the changing nature of our work environment-including technological requirements or statutory changes. Such change may be initiated as necessary by your Director. This Job Description may also be reviewed as part of the implementation of the new FFA Strategic Plan 2020-25.