

Position Description

Vacancy Title: **Copywriter- iTaukei Language**

Location: **Suva, Fiji Islands**

Reports To: **None**

Objective

The Copywriter is responsible for crafting clear, engaging, and persuasive content that aligns with FBC's brand, products, and services to its target audience.

Outcomes

Organisational Stakeholders

1. Scripting & Writing

- Creating engaging and persuasive scripts for commercial advertisements, ensuring that they align with brand target audience requirements.
- Crafting promotional content and schedule it for airing, ensuring timely and strategic placement to maximize audience engagement and promotional effectiveness.
- Writing scripts for radio programs prior to their broadcast, including ensuring that the content is clear, engaging, and tailored to the target audience.

2. Production Management

- Producing and recording of radio commercials, overseeing the entire process from initial concept to final audio production.
- Provide voiceovers for radio commercials and promotional content, delivering clear and professional voice work that aligns with the intended message and tone.
- Managing station logs and maintain daily records of commercial programs, ensuring accurate documentation and adherence to broadcast schedules.

3. Other Logistical Duties

- Liaising closely with Business Relationship Executives and clients to discuss commercial content and placements, including
 - Preparing of detailed presentation for sponsored events and broadcasts to ensure clarity and alignment with client expectations.
- Assist with the subtitling of TV shows when required, ensuring accurate and timely translation to enhance viewer accessibility.

4. FBC's image and value standards demonstrated and promoted

- Collaborate with other teams in the organisation for the benefit of FBC
- Monitor and encourage team members to uphold image and value standards
- Uphold and demonstrate the FBC's image and values

5. Teamwork and cooperation

- Cooperation within the team and greater department
- Cooperation across departments
- Work collaboratively to achieve the set targets and goals

Product's Stakeholders

1. Operational and statutory compliance

- Statutory compliant to laws and regulations
 - Health and safety compliance
 - Environmental compliance
- Operationally compliant to the organisation's policies and procedures

Responsibilities - Key Competencies

Competence

Description

Business

Planning	Deliver results by developing, reviewing or following a work plan, action plan or operational plan.
Resource Management	Deliver results through the efficient and effective allocation and use of supplies, equipment and people.
Information Analysis	Make informed decisions by collecting and interpreting data and information
Documentation	Communicate using formal business writing.
Communication	Exchange information through verbal communication

Customer

Competence	Description
Customer Commitment	Demonstrate a commitment to customer service - both internal and external customers.
Relationship Building	Build beneficial relationships with suppliers and stakeholders.
Quality Focus	Deliver quality.
Social and Cultural Awareness	Respond respectfully and effectively to people of different cultural and social backgrounds.

People

Problem Solving	Develop practical solutions to a situation.
Innovation	Use original and creative thinking to make improvements and/or develop and initiate new approaches.
Self-Management	Manage your priorities and objectives efficiently and effectively

Professional

Compliance	Comply with relevant laws and the policies and procedures of the organisation.
Research	Apply formal research methodologies.
Technology Application	Apply technology.

Qualifications

Qualification	Discipline	Notes
Preferred		
Certificate	Arts and Entertainment	A Certificate in Vernacular Language will be added advantage.

Work Knowledge and Experience

- Minimum 2 to 3 years of work experience in a similar Media and/or Advertising role.
- Excellent interpersonal, communication and presentation skills
- Highly organized with outstanding attention to detail.
- Innovative and has the ability to generate ideas for content creation.
- Candidate must be capable of translating between languages
- Knowledge of Adobe Aution.

Requirements

Language Proficiency

Excellent Command of language (English and/or Hindi and/or iTaukei)

Regulatory Compliance Requirements

Valid Drivers License

Other Required Requirements

No other required items found.

Interactions

Type	Interaction	Comments
Internal		
	Management Team	
	Head of Sales & Marketing	
	Business Relationship Manager	
	Studio69 Team	
	Finance Team	
	Marketing Team	
External		
	Customers	
	Clients	
	Statutory Authorities	

Attributes

Behavioural Styles

Achiever	Puts in effort to achieve a desired result or goal and is motivated by this end and the overall accomplishment.
Enthusiastic	Shows high levels of excitement and interest, and expresses positive feelings.
Energetic	Constantly active and driven to put in effort. Works hard to promote an enterprise.
Integrity	Adherence to moral and ethical principles; soundness of moral character; honesty.

Interpersonal Styles

Extrovert	Outgoing and showing interest in events going on around them, particularly people, new experiences and changing situations.
Objective	Impartial and honest in dealings with others, eliminating own feelings and view to reach a balanced judgement.
Trusting	Places confidence in others without misgivings, relying on their ability, character, and truthfulness.

Thinking Styles

Flexible/Adaptable	Readily accommodates changing circumstances, modifying own behaviour and/or views. Able to adjust easily to new conditions.
Well organised	Controls tasks in a well thought out and critical manner.
Imaginative	Generates ideas and images, showing creativity.

How To Apply

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Contact for Enquiries

Contact Name: HR Team

Contact Email: hrteam@fbc.com.fj

Further Contact Information: --

Closing Date: 06 Oct 2024