



Position Description

Vacancy Title: **Senior Public Relations Officer**

Location: **Suva**

Reports To: **None**

Objective

The Senior Public Relations Officer will be responsible for developing and implementing effective public relations strategies that enhance the organization's reputation and promote iTaukei Land Trust Board (TLTB) business, brand, values and mission. This role involves managing media relations, crafting press releases, overseeing communication campaigns, and serving as a key spokesperson for the organization. The incumbent should be an experienced professional with competent leadership skills with a background as a Public Relations (PR) specialist to oversee the entire PR & Marketing Unit.

Outcomes

Organisational Stakeholders

1. Strategic Communication

- Strategic communication plans that align with the TLTB's goals and objectives developed and executed
 - Messages that reflect the TLTB's Value created.
 - Comprehensive public relations strategies to promote the TLTB's mission and goals developed, implemented and ensured.
 - Communication plans that promote the TLTB's objectives and initiatives developed and implemented.
 - Key messages identified and target audiences for various initiatives ensured,
 - Internal communication strategies managed, effective communication among employees, management, and different departments at TLTB ensured.
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2. Media Relations

- Relationships with media representatives built and outlets to secure coverage of the TLTB's programs and initiative maintained.
 - Press releases, media kits and other communication materials to effectively convey key messages to the public and stakeholders prepared.
 - Relationships with the key media contacts, including journalists, bloggers, and influencers built and maintained.
 - Proactively pitch ideas and respond to media inquiries with the approval of the Chief Executive Officer (CEO).
 - Market research, surveys, and data analysis to gather insights into public perception, community needs, and stakeholder feedback conducted.
 - Work in collaboration with other departments, government agencies, and community to ensure consistent messaging and effective communication.
 - Interact with journalists, managing press releases, and ensuring positive coverage in the media ensured.
 - PR plans and strategies formulated.
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3. Content Development

- Oversee the creation of press releases, media kits, articles and other content to effectively communicate the TLTB's message and initiatives.
 - Oversee the creation of engaging content for various platforms, including the TLTB's website, social media channels, newsletters and publications.
 - Ensure that all contents are clear, engaging, and aligned with the TLTB's voice and branding.
 - Oversee the creation of various communication materials, such as newsletters, reports, and promotional content, ensuring they align with the TLTB messaging and objectives.
 - Oversee the TLTB's social media presence, including content creation and engagement strategies. Monitor social media channels for mentions and respond appropriately.
 - TLTB's voice and presence through online and offline channels enhanced.
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4. Leadership

- Lead and mentor a team of public relations and communications professionals, fostering a collaborative and innovative work environment.
- Mentor and supervise the team, provide guidance on best practices in public relations and communications and support in their professional development.
- Lead the communication team, providing guidance and support in their professional development and ensuring the effective execution of PR and communication strategies.
- Collaborate with internal stakeholders, including marketing, legal, and executive teams, to ensure consistent messaging and alignment on public relations efforts.
- Monitoring and tracking of media coverage and analyse public relations metrics to assess the effectiveness of campaigns.
- Regular reports and recommendations to senior management and adjust strategies as needed based on analysis ensured.
- Work in collaboration with internal stakeholders, including marketing, legal and executive management, to ensure consistent messaging and alignment on public relations efforts.
- Protect and enhance the TLTB's brand through strategic messaging and public engagement ensured.
- Consistency maintained in branding across the communication channels ensured.
- Media coverage and public perception of the TLTB and its initiatives monitored, providing regular reports and analysis to senior management.
- Effectiveness of public relations campaigns evaluated and adjust strategies as need to achieve desired outcomes ensured.
- Media relations and requests managed.
- Media relations maintained and work in collaboration with the team in promotional activities, maintaining positive public awareness of the company and its brand.

5. Legislation

- Communication materials and strategies comply with legal requirements and ethical standards ensured.
- Government policies and regulations understood, representing TLTB's interests and compliance with relevant laws and regulations ensured.

6. Crisis Management

- Crisis communication plans developed and executed to protect and enhance the TLTB's reputation during challenging situations.
- Communication during crises or sensitive situations to protect the TLTB's reputation with the endorsement of the CEO handled.
- Spokesperson for the organization during crisis situations and media inquiries.
- Resolution of disputes with the public or external vendors facilitated.

7. Stakeholder Engagement

- Facilitate the resolution of disputes with the public or external vendors ensured.
- Survey initiatives led and public opinions analyzed.
- The iTaukei community liaised with, discussions facilitated, feedback gathered, and community concerns and perceptives are integrated into TLTB's communication strategies ensured.
- Public consultations and awareness on landowners, tenants and general information.
- Engagement with communities and the landowners (Vanua).facilitated
- Events, fairs, conference and so forth planned and supervised.

8. Customer Service

- Quality customer service to TLTB's external clients and to internal clients of the Region provided
- Implement the highest standards of internal customer service across TLTB

9. Demonstrate TLTB image and values standards at all times:

- Integrity of information maintained
- Confidentiality of information ensured
- Professional and ethical standards sustained
- An efficient, safe, healthy, motivated and environmentally-aware workplace

10. Continuous Learning

- Continuous learning and development of own skills and knowledge base is ensured.

11. Efficient and effective delivery of any other assigned work.

Responsibilities - Key Competencies

Competence	Description
Business	
Risk Management	Analyse and manage risk.
Planning	Deliver results by developing, reviewing or following a work plan, action plan or operational plan.
Systems and Procedures	Develop and/or apply procedures to assist the organisation achieve its goals.

Competence	Description
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	
Customer Commitment	Demonstrate a commitment to customer service - both internal and external customers.
Promotion	Promote the value of the products/services offered by the organisation.
Relationship Building	Build beneficial relationships with suppliers and stakeholders.
Organisational Values	Display the organisation's image and value standards.
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.
Negotiation	Reach agreement through discussion and compromise.
Professional	
Compliance	Comply with relevant laws and the policies and procedures of the organisation.

Qualifications

Qualification	Discipline	Notes
Preferred		
Degree	Media & Communications, Journalism	

Work Knowledge and Experience

- Minimum of 5-7 years of experience in public relations, communications, or a related field with a proven track record in a senior role
- Strong understanding of media landscape and experience in media relations.
- Exceptional written and verbal communication skills.
- Proven ability to manage multiple projects and deadlines in a fast-paced environment.
- Experience with crisis communication and reputation management.
- Proficiency in social media platforms and digital communication tools.
- Strong analytical skills and experience with monitoring and reporting tools.
- Ability to work in collaboratively and build relationships across various stakeholders.
- Strong writing, editing and verbal communication skills.

Requirements

Regulatory Compliance Requirements

- Drivers Licence

Other Required Requirements

- No other required items found.

Interactions

Type	Interaction	Comments
Internal		
	All staff	
	Executive Management	
	Senior Managers	
External		
	Line Ministries	
	General Public	
	Media	

Attributes

- No attributes found.

How To Apply

Apply Online Through the HRmonise Link

Contact for Enquiries

Contact Name: Seruwaia Bolatini

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Further Contact Information: 3312733

Closing Date: 04 Oct 2024