
Position Description

Vacancy Title: **Manager Strategic Communications & Engagement**

Location: **Nadi**

Reports To: **None**

Objective

The Manager of Strategic Communications and Engagement, reporting to the CEO, is responsible for shaping and executing Fiji Airports' internal and external communication and engagement strategies to enhance brand presence and drive engagement. This role involves developing impactful messaging across all channels, aligning with the organization's strategic objectives, and fostering strong relationships with regional, international and media stakeholders. The Manager oversees media relations, internal communications, content creation, and stakeholder engagement, playing a critical role in maintaining Fiji Airports' reputation, promoting transparency, and addressing communication challenges. This position is pivotal in positioning Fiji Airports as a trusted entity and community leader.

Outcomes

Organisational Stakeholders

1. Strategic Communication

- Robust communications strategy that supports FA's strategic plan objectives developed, implemented throughout FA and refined for effectiveness
 - Key messages and talking points established and consistently pushed across all media (radio, print media, social media, television etc.)
 - Developing and Executing Communication Strategies
 - Comprehensive communication strategies are designed and implemented to align with FA's mission, vision, and objectives.
 - Strategies integrate key messages, target audiences, and engagement goals.
 - Communication efforts across various channels, such as digital platforms, print media, social media, and internal communications, are overseen.
- Effective communication policies and protocols developed, implemented and continuously refined
 - Data-Driven Decision Making
 - The effectiveness of communication strategies is analysed using metrics (e.g., media coverage, engagement rates, internal surveys).
 - Strategies are adjusted based on insights from data, ensuring continuous improvement.
 - Feedback from stakeholders is used to refine communication tactics and engagement approaches.
- Communications plans to support new projects and services established
- Strategic communication requirements for executive, including executive interview coordination, formulation of presentations, press statements, interview talking points and speeches effectively addressed and managed
- Crisis-management communications plans established and effectively implemented
- Wide-spread positive media coverage of FA achieved
 - Media Relations
 - Media relations, including crafting press releases, media advisories, and responding to media inquiries, are overseen.
 - Opportunities for media coverage are identified, and crisis communication is managed when necessary.
 - Interviews, press conferences, and public events are coordinated to ensure positive visibility.
- Visibility of FA's transformed corporate profile as well as its executives optimised
- Training programmes for FA executives increase their communication skills and capabilities in line with FA's communications strategies designed and implemented

2. Stakeholder Engagement Management

- Strategic partners/stakeholders identified, and stakeholder engagement plans developed and implemented
- Stakeholder Engagement and Relationship Management
 - Relationships with key internal and external stakeholders (e.g., employees, community, media, community groups, clients, and partners)
 - Effective relationship management with Government Ministries, Donors and relevant international organisations, are built and maintained.
 - Landowner relationship and engagement successfully managed
 - Effective relationship management with Government Ministries, Donors and relevant international organisations
 - Awareness and consultations on Public Private Partnerships activities and engagement ensured
 - Key influencers are identified and engaged effectively to strengthen FA's public image.
 - Partnerships to support FA's goals, including media outlets, industry experts, and community organizations, are developed and maintained.
- Effective and relevant communication pathways and mediums (e.g. talanoa sessions) for FA's different stakeholders identified and applied
- Relationship building between FA and media personnel/platforms ensured, including but not limited to local, regional and international media houses, journalists, editors, reporters, producers, bloggers.
- Timely release of relevant and easily understood information to internal and external stakeholders ensured (press releases. public statements etc.)

3. Accounting support provided

- Annual strategic communications and engagement budget formulated in line with communications strategy/plan implemented
- Annual strategic communications and engagement budget maintained/achieved
- Awareness/identification of potential sources of external funding to support FA's strategic communications and engagement strategies budget ensured
- Reporting and Strategy Adjustment
 - Regular reports on communication corporate performance, stakeholder engagement, and the status of ongoing initiatives are provided to the board and senior leadership.
 - Strategies are adjusted based on performance metrics, changing needs, and external factors such as market trends or public opinion shifts.

4. Well-informed management team

- Effective and timely strategic communications and external engagement advice and support provided to the CEO and executive management
- Availability of quality and timely information for use by the CEO and Board ensured during external engagements ensured
- Internal Communications
 - Effective communication between leadership and employees is ensured by developing internal communications plans.
 - Internal newsletters, intranet content, website, and other internal communications materials are supported, enhanced, and recreated.
 - A culture of transparency, collaboration, and engagement is fostered through clear and consistent communication.

5. Organisation's image and value standards demonstrated and promoted

- Collaborate with other teams in the organisation for the benefit of the organisation
- Monitor and encourage team members to uphold image and value standards
- Uphold and demonstrate the organisation's image and values
- Advocacy and Community Engagement
 - FA's advocate in the community and industry is represented.
 - Corporate social responsibility (CSR) initiatives and campaigns that engage with local or global communities are led.
- Fiji Airports is represented in public forums, conferences, and meetings to enhance its reputation.

6. Leadership and Team Management

- A team of communication and engagement professionals is led and mentored, with guidance, development opportunities, and support provided.
- A collaborative and high-performance team culture focused on achieving communication and engagement goals is fostered.
- Resources, budgets, and timelines are overseen to ensure effective execution of communication and engagement plans.

7. Budget and Resource Management

- Budgets for communication and engagement activities are managed, ensuring cost-effective strategies and resource allocation.
- Expenditures are tracked, and resources are optimally used to achieve communication and engagement goals.

Product's Stakeholders

1. Public relations

- Public relations activities including but not limited to community consultation forums, staff newsletter, website updates, social media, corporate presentations and speeches successfully initiated and/or coordinated
- PR protocols/procedures established, effectively implemented and monitored
- All relevant media platforms effectively used to promote FAL's transformational initiatives
- All media inquiries and interview requests appropriately addressed
- PR and communications quality standards maintained at all times

2. Content Creation and Oversight

- The creation of high-quality content for various platforms (websites, social media, newsletters) is supervised.
- Content is aligned with the brand's voice, message, and objectives.
- Relevant content that supports FA's goals is produced in collaboration with all departments.

3. Brand Management

- FA's Brand Audit conducted, and recommendations implemented
- FA's Brand manual and collateral reviewed
- FA's brand and reputation are protected and enhanced through strategic messaging and consistent communication across all levels.
- FA's strategic online presence and public perception are monitored by managing feedback proactively.

Responsibilities - Key Competencies

Competence	Description
Business	
Strategic Development	Establish the strategic direction and steer the organisation towards its goals
Risk Management	Analyse and manage risk.

Competence	Description
Change Management	Implement and manage changing situations resulting from a change in strategic/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.
Systems and Procedures	Develop and/or apply procedures to assist the organisation achieve its goals.
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

Promotion	Promote the value of the products/services offered by the organisation.
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

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

Technical Strength	Demonstrate knowledge of a specialist discipline.
Compliance	Comply with relevant laws and the policies and procedures of the organisation.
Technology Application	Apply technology.

Qualifications

Qualification	Discipline	Notes
Desirable		
Higher Degree incl. Post Grad Cert or Dip	Communications/Public Relations	Public Relations, Marketing, or related field
Preferred		
Degree	Communications/Public Relations	Public Relations, Marketing, or related field

Work Knowledge and Experience

Approximately 15 years successful work experience in similar roles

Proven track record designing and executing successful communications strategy and public relations campaigns

Proven experience in acting as a company spokesperson; comfortable and skilled in both broadcast and print media interviews

Exceptional writing and editing skills

Strong relationships with line ministries, private and public sector partners and industry media outlets

Proven ability and experience using all forms of social and online media to deliver messages and provide information to target audiences

Requirements

Language Proficiency

Excellent command of English

Other Required Requirements

No other required items found.

Interactions

Type	Interaction	Comments
Internal		
	All employees	
	Chief Executive Officer	
	Management Team	
	Board of Directors	

Type	Interaction	Comments
External		
	Regulators	
	Community	
	Media Outlets	
	Donors	

Attributes

Behavioural Styles

Accountable	Assumes full responsibility for own actions and identifies with the success or failure of own part of the overall work/goal.
Detail oriented	Attends to the small elements of a task/activity, ensuring completeness and accuracy.
Energetic	Constantly active and driven to put in effort. Works hard to promote an enterprise.
Innovative	Devises new and creative ways to do things comes up with original ideas.
Reliable	Is able to be trusted to do what is expected or has been promised, puts in a great amount of effort believing in the value of work.
Punctuality	Completes a required task or fulfills an obligation before or at a previously designated time

Interpersonal Styles

Perceptive	Shows keen insight and understanding of issues or situations.
Realistic	Shows concern for facts and reality, rejecting the impractical.
Objective	Impartial and honest in dealings with others, eliminating own feelings and view to reach a balanced judgement.

Thinking Styles

Analytic	Able to separate things into their constituent elements in order to study or examine them, draw conclusions, or solve problems.
Decisive	Reaches conclusions, promptly and firmly.
Disciplined/Systematic	Is controlled in conduct, shows an orderly pattern of behaviour, following a methodical and thorough approach.
Flexible/Adaptable	Readily accommodates changing circumstances, modifying own behaviour and/or views. Able to adjust easily to new conditions.
Holistic thinker	Considers issues/situations as a whole rather than analysing or dissecting the parts.
Well organised	Controls tasks in a well thought out and critical manner.

How To Apply

To apply, please submit your CV and a cover letter explaining your interest in this position and highlighting your relevant experience. Please include three professional referees. Applications must be submitted through the link provided.

Contact for Enquiries

Contact Name: Leonarda Patterson

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Further Contact Information: Maxumise Ph: 3303137

Closing Date: 09 Feb 2025