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## Position Description

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Vacancy Title: **Manager Digital Strategy & AI**

Location: **Suva, Fiji Islands**

### Objective

To lead and manage all aspects of FBC's digital operations by developing and implementing effective digital and AI strategies that enhance platform performance, audience engagement, and organisational growth across all digital channels, while driving new digital revenue opportunities.

### Outcomes

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#### Capital Stakeholders (Owners)

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##### 1. Strategically focussed department

- Strategic Plan implemented
- Operational and action planning to deliver key objectives
- Financial reporting systems to analyze cost versus benefits for digital content created
- Operational risk assessment and management plans

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#### Organisational Stakeholders

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##### 1. Digital Procedures Developed, Monitored and Implemented

- Lead creation and dissemination of digital strategies, guidelines, and best practices across the organisation.
- Develop and implement comprehensive digital marketing strategies to achieve organizational goals and objectives.
- Ensure all digital outputs (web, app, OTT, social media & AI) are accurate, compliant, secure, and aligned with industry and internal standards.
- Lead, develop, implement, and monitor digital workflow procedures to improve team efficiency, audience experience, and operational effectiveness.
- Oversee implementation of cybersecurity, data governance, and AI ethics procedures.
- Build and market of applications for other broadcast media and related businesses around the Pacific region.

##### 2. Digital Product, Content, Marketing & AI Execution

- Manage all aspects of FBC's digital product (websites, apps, OTT platforms).
- Maintain quality standards, UX/UI principles, accessibility, and technical compliance across all platforms.
- Ensure all digital content follows editorial, legal, brand, and security requirements.
- Produce and guide innovative digital content, AI-enabled storytelling, and audience engagement initiatives.
- Identify and optimise commercial opportunities across digital platforms.
- Grow digital audience and revenue while managing digital costs and resource efficiency.
- Ensure digital content, design, and audience strategies reflect and support diversity, equity, and inclusion.
- Conduct market research and competitor analysis to identify target audiences, consumer insights, and upcoming industry trends.

##### 3. Team Management

- Prepare work plans (weekly, monthly, annual basis) that reflect FBC's Strategic Plan
- Prepare 3- 5 year strategic plan for the unit.
- Managing cross functional teams to create the digital content across multiple platforms efficiently and effectively
- Delegate work and supervise staff for expected deliverables
- Provide guidance, training, mentorship and support to ensure the production of high-quality, engaging digital content across all platforms
  - television
  - digital platforms
- Ensuring the standards, ethics, and integrity are encouraged by the Digital Team while disseminating digital content.
- Risk management plans and assessments conducted for digital products, data, AI systems, and platforms.
- Provide timely operational and performance updates to Executive Management.

##### 4. Teamwork and cooperation

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

##### 5. A developing and growing department

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- Improving procedures and compliance
- Improvement in member / customer / stakeholder service levels
- Growth in efficiency and effectiveness
- Improvements from application of technology
- Developing and growing workforce competence with succession planning

#### 6. FBC's image and value standards demonstrated and promoted

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

### 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
<b>Business</b>	
Strategic Development	Establish the strategic direction and steer the organisation towards its goals
Business Performance	Manage the performance of the organisation.
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.
Information Analysis	Make informed decisions by collecting and interpreting data and information
Communication	Exchange information through verbal communication
<b>Customer</b>	
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.
Commercial Focus	Optimize the commercial viability of the organisation.
Relationship Building	Build beneficial relationships with suppliers and stakeholders.
Quality Focus	Deliver quality.
<b>People</b>	
Leadership	Utilise a leadership position to influence people and events and to increase performance.
Team Orientation	Work in a team towards a common aim.
Negotiation	Reach agreement through discussion and compromise.
Innovation	Use original and creative thinking to make improvements and/or develop and initiate new approaches.
<b>Professional</b>	
Technology Application	Apply technology.
Technical Strength	Demonstrate knowledge of a specialist discipline.

## Qualifications

Qualification	Discipline	Notes
<b>Preferred</b>		
Degree	Information Technology/Computing	Bachelor's degree in Digital Media, Information Technology & Computer Science.
<b>Preferred</b>		
Higher Degree incl. Post Grad Cert or Dip	Business Management or Business Administration or related fields	

## Work Knowledge and Experience

- Minimum 5 experience in a media organization, with a strong understanding of broadcast and digital strategy.
- Strong communication, writing and presentation skills.
- Experience working with AI tools, analytics systems & automation workflows.
- Understanding of broadcast media and ICT legislations.

Requirements

Language Proficiency

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

Regulatory Compliance Requirements

- Police Clearance
- Valid Drivers License

Other Required Requirements

No other required items found.

Interactions

Type	Interaction	Comments
Internal		
	Chief Executive Officer	
	Management Team	
	TV Team	
	News Team	
	Production Team	
External		
	Clients	
	Customers	
	Statutory Authorities	
	Regulators	

Attributes

No attributes found.

How To Apply

Contact for Enquiries

Contact Name: HR Team  
Contact Email: hrteam@fbc.com.fj  
Further Contact Information: 3314333

Closing Date: 23 Dec 2025