



COMMUNICATIONS AND MARKETING OFFICER – JOB DESCRIPTION

SALARY SCALE: (P3)

Overall Responsibilities

Reporting to the Business Development Manager, the Communications and Marketing Officer will undertake marketing and communication activities in order to enhance the Agency's corporate image and brand visibility.

Specific Duties:-

- Proactively promote understanding of the Agency's services to stakeholders using the best communication channel to disseminate the information
- Implement, in a timely manner, strategic initiatives in the Agency's Strategic Plan that require communication strategies
- Attend to press queries, organise media briefings and workshops
- Coordinate radio and television production of programmes, contributing to development of scripts, ideas and presentations aimed at increasing awareness and knowledge of the Agency
- Conduct surveys to assess the effectiveness of the Agency's communication strategies.
- Develop content for the Annual Report and other publications.
- Draft speeches and presentations
- Develop social media strategies and procedures
- Maintain and update the Agency's website in collaboration with the Information and Communications Technology Unit, ensuring that stakeholders access updated information
- Develop standards for customer service delivery for both the Customer Service Centres and Call Centre
- Management of the Call Centre Staff and systems

Qualifications

- Full Grade 12 Certificate
- Degree in Mass Communication, Marketing, Business Administration or related field
- Minimum of three (3) years relevant work experience at middle management
- Member of the Zambia Institute of Marketing/ Zambia Public Relations Association

Key Attributes and Skills

- High-level communication skills
- Stakeholder management skills
- Good organizational and planning skills with the ability to multi-task.
- Ability to influence stakeholders
- Client service orientation and relationship building capabilities
- Assertive, pro-active and committed to high standards of service delivery
- Ability to work under pressure
- Ability to self-motivate and motivate a team